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WEEKLY BULLETIN



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Vol. 8

DETROIT, MICH., MARCH 13th, 1934

No. 11

ARCHITECTURAL EDUCATION AND REQUIREMENT FOR REGISTRATION

By Emil Lorch

Excerpts from an Address before the 20th Annual Convention of the M. S. A.

Speaking at the noon luncheon, Professor Lorch discussed the meetings held in Chicago last October, to consider admission to architectural practice. The Chicago sessions were attended by representatives of the Committee on Education, A. I. A., National Council of Architectural Registration Boards, and the Association of Collegiate Schools of Architecture, with a view to further co-ordinating all their efforts.

Among the subjects considered were the following: The desirability of general education, through technical training and the need of three years' office experience after graduation, the latter period to be planned in such a way that the graduates will receive practical experience in all the fundamental activities of architectural practice. This

include the variations in requirements of all the state board tests. This plan, worked out by the Council some years ago, might well be adopted by all the state boards although it involves additional time and expense.

Professor Lorch also discussed the practice of some high schools in giving instruction in architecture, thus weakening the general educational preparation needed by the student who is going on to higher technical training. As a preparation for the latter, he should complete the admission subjects prescribed by the recognized architectural schools in mathematics, physics and chemistry, history, English and language, including some work in drawing, particularly free-hand drawing.

Professor Lorch also discussed the status of the European architect who, for many years, has been active in housing and city planning, which are now receiving so much recognition in this country.

The closing date of The Bulletin will, henceforth, be Wednesday evening. Owing to the N. R. A. Code, our printers will be unable to use material for the issue of a certain week unless received at least on Wednesday evening of the preceeding week.

BIRTHDAY CONGRATULATIONS

Louis Kamper, March 11th; Mary Chase Stratton, March 15; Adolph Eisen, March 18th.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, March 13th, 12:30 p. m.

work would be done in consultation with a mentor or advisor to assure a well-rounded experience before admission to independent practice.

Two-stage examinations were also discussed. Under this plan, non-graduates would be examined in general educational topics, later taking the technical examinations which are required of all candidates.

As a means of facilitating transfer from one state to another, the standard examination of the National Council of Architectural Registration Boards is available. It aims to provide a four-day examination comprehensive enough in character to

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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

Enforcement of Codes

A prominent and short-tempered man once rented a safety deposit box and the first time he sought to obtain access there was a question about his signature. He grew violently angry and threatened to cancel his lease. Of course, the careful action of the minor employee was effort to protect exactly what the man wanted protection for.

Some of this thought carries over and is applicable to code enforcement. We cannot afford to be vexed over some inconveniences if we want to use the code set-up to eradicate the evils of unlimited competition.

No code will be perfect. We can go along the line of cooperation to make them more perfect, or we can individually take the course of the obstructionist. That is the individual's choice and it is the industry's choice.

Code enforcement is not going to be accomplished by waving any magic wands. In fact, it grows more apparent, day by day, that we in the industry AND NOT THE GOVERNMENT, are expected to do the enforcing. That makes it more difficult—much more.

The Blue Eagle is being more talked about again as the means of enforcement. In retail lines that may work out fairly well. In those lines it depends upon making the public "Eagle conscious." But in construction, it seems very doubtful if the eagle itself will ever have the pulling power. Construction contracts are too big and too involved to be decided upon by ascertaining how many blue eagles are worn on the coat sleeves.

In fact, if we have to depend upon blue eagles instead of hailing offenders before an authority backed with power, the matter of enforcement in construction is going to be a mighty tough job.

One important aspect about the codes is that they have come from the top down. Quite naturally a code worked out by the route of hearings in Washington has to come from the top. The imperfections will be found, not in Washington, but here and there throughout the country. In the long run anything to be effective has either to have (1) a dictatorial top with power, or (2) a well sold bottom, and the latter is the more permanent.

When it comes to enforcement, the industry must be sold—not only the little group at the top, but the whole mass of the industry. Of course, if it does work out that we can take offenders to court, jail,

or before some authority with direct and effective power, that is different, but it can be repeated that, so far, it appears more and more that reliance is to be put on education, blue eagles, and cooperative support.

Enforcement divided naturally into two parts, (1) enforcement of labor provisions, (2) enforcement of business practices. In considering either of these two, it must be kept in mind that there may be revisions of some or all codes, even before you read this article which is written Monday morning, March 5.

As the codes stand now, the enforcement of the labor provisions stands upon the solidest ground, and for the following reasons: The responsible firms in the construction industry have suffered so much from bidding in competition with "wage slicers" that it is fairly obvious that good will result from a minimum set-up of wages. That can, for the skilled trades and semi-skilled trades, be accomplished only by collective bargaining (Outcome of the Wierton case may alter this), and collective bargaining is going to be a spur to organization in the trades, and these organizations will, so far as they can, police the payment of minimum scales.

But even here there are many loose ends to be considered before wage competition will be severely limited. The codes do not provide that all units of any industry must join in the collective bargaining, nor that there shall be a closed shop. Neither would present economic ends be served best by having such provisions in the codes. And so it is that some firms in any line may try to get by with paying less than the scale set up by the organization which conducts the collective bargaining, and unless the tradesmen working for such a firm demand collective bargaining, it is going to be hard to draw such firms into line. And it is just such firms as may bring about more drastic regulations which will impose undue burdens upon all. In some respects, it seems that the well-intentioned firms in any industry have to suffer for the ills committed by firms of less well intentions, no matter how a problem is tackled.

Considering all these possibilities, one can draw the conclusion that we shall benefit more (1) if we try to perfect the codes rather than to buck them, (2) that, in trying for enforcement, we must do a selling job to the industry, (3) that we should not make the mistake of trying to use the codes for purely selfish purposes—in other words, use them to rid of evils and not to create new ones.

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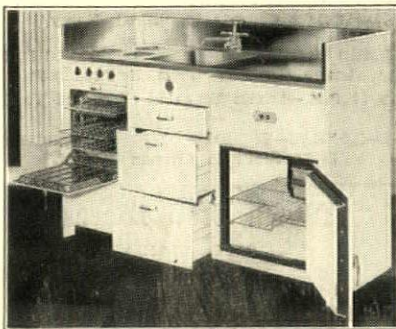
O'Dell; Talmage C. Hughes, Alternate.

LAWRENCE A. GRAF

Professor Lorch writes: "Lawrence A. Graf, graduate of the College of Architecture of the University of Michigan in 1927. Later, he spent some time abroad returning to Jackson where he was associated with his father in architectural practice. He was secretary of the Architectural Alumni Association of the University and has done much to help make its annual meetings a success. He was a gifted and promising young man whose death will be deplored by all who knew him."

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RESOLUTION PASSED AT THE M. S. A. 20th ANNUAL CONVENTION

WHEREAS, Under the present emergency, many states are soliciting Federal Aid to expand their institutions; and

WHEREAS, There is a wide divergence in the cost of constructing such institutions; therefore be it

RESOLVED, That the Federal Government is hereby urged not to loan funds for the above type of construction, unless the conditions of organization and personnel be such as to insure the economical and wise expenditure of funds.

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WEDNESDAY AND THURSDAY MARCH 14 AND 15	
George Bancroft in "Blood Money"	
FRIDAY AND SATURDAY MARCH 16 AND 17	
George Brent in "From Headquarters"	
Saturday 11 P.M.—Loretta Young in "She Had To Say Yes"	
SUNDAY—MONDAY—TUESDAY MARCH 18—19—20	
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 478 Alexandrine Ave., W., Columbia 5320

Edited by CLAIR W. DITCHY

A. T. S. ARRIVES

RECOGNIZED BY THE FEDERAL GOVERNMENT AS THE ACCREDITED REPRESENTATIVE OF TECHNICAL MEN IN THIS VICINITY. THE TECHNICAL MAN NOW HAS HIS FRIEND IN COURT

C. W. A. REGIONAL ENGINEER has instructed Wayne County C. W. A. Commission that "technical men are to register with the Associated Technical Societies of Detroit...and in the future, men of this calibre are to be obtained, if possible, from this source." You, as an individual technical man, will henceforth have your interests properly and efficiently promoted and protected.

ALL UNEMPLOYED TECHNICAL MEN, whether members of a technical society or not, are urged to register with Ernie Brandt at 478 Alexandrine, West. The office is open for this purpose every afternoon except Saturdays and Sundays. **NO CHARGE, NO MEMBERSHIP REQUIREMENTS.** Men are being placed in industry as well as on C. W. A. projects.

CREDIT for this epochal accomplishment goes to Ernie Brandt. C. W. A. makes no allowance for employment service. The Detroit Engineering Society is furnishing the facilities and Ernie Brandt is doing the job, single handed, of registering and placing the men. On March 7, as we go to press, 133 have been registered and 52 placed. It was through the persistent and aggressive efforts of Mr. Brandt that A. T. S. was accorded this recognition. Although Mr. Brandt is reticent on the subject, your reporter strongly suspects that Mr. B.'s copious and continued correspondence with Washington made A. T. S. such a familiar term that eventually it just naturally slipped into the official alphabetical family.

REGULAR MEETING: The importance of organization was discussed in the light of recent C. W. A. experiences, and also through the revelation that Wayne County at present, in its schedule of salaries, provides a higher minimum salary for window washers than it does for engineers. Steps to correct this will be taken immediately by a committee, to be appointed by the Chairman, which will discuss the matter with the County Board of Supervisors' Sub-committee on Reclassification and Salaries.... A program committee to coordinate programs of the various constituent societies for the coming year, will soon be functioning. We note below, two important meetings occurring on the same date. The committee will prevent such occurrences in the future, and hopes to assist in increasing patronage of such worthwhile events. This work, it is recognized, will be the first step toward the realization of a united engineering society.

EXCERPTS from a letter from Frederick M. Feiker, Executive Secretary, American Engineering

Council, Washington, D. C., to Perry A. Fellows, Assistant Chief Engineer, C. W. A., Washington, D. C.:

"February 16, 1934

"Dear Mr. Fellows:

This letter is intended to be a sort of informal report of our very pleasant luncheon conversation, which in turn was a follow-up on Mr. John Carmody's original suggestion that he would be glad to find a way to clarify the relationship between C. W. A. and the engineers.

I recognize that it is the desire of C. W. A. to go out of existence as rapidly as possible, and that as a result, these questions of relationships between engineers and the C. W. A. will become less and less important. On the other hand, as I said to you, it is worth while to set down the results of experience for the benefit of future governmental relations to engineers and engineering, wherever there are parallels existing.

To summarize our conversation, I should say that all engineers and all engineering organizations should understand:

1. That the C. W. A. has a profound respect for engineers and engineering, as evidenced by the increasing responsibility that has been put on engineers and by the acceptance of that responsibility by engineers.

2. That much of the confusion with regard to planning and developmental work is due to the fact that this work is not normally paid for by the C. W. A. but must be paid for by those proposing the projects to the C. W. A.

3. That there is a definite realization of the fact that engineers should be paid for their brains and not for their hands and that, in many instances, engineers were hired at less than craft rates because the engineers themselves were not organized so that any standard wage schedules were available, as in the case of craft labor.

4. The engineer has become increasingly important in his relation to the C. W. A. activity, as that activity has changed its emphasis from general employment for putting men to work, to employment involving engineering projects and construction of various types with increasing insistence on economy and safety and social effectiveness....."

CALENDAR: American Chemical Society Meeting.
 Time: Tuesday, March 13, 7:45 p.m.
 Place: Ballroom, Wardell Hotel.
 Speaker: Leo M. Christiansen.
 Subject: Alcohol As a Motor Fuel.

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American Society of Mechanical Engineers.

Time: March 28, 1934.

Place: Great Lakes Steel Corporation, Foot of Tecumseh Road, Ecorse, Mich.

Events: Inspection tour at 4:30, supper at Company's restaurant at 6:00.

Program at 7:30 at Ecorse High School; Prof. E. A. White, Chairman.

First Paper: "Steel and its relation to the automotive industry," by Wm. H. Smith, President, General Reduction Corporation.

Second Paper: "The romance of iron and steel," by Julius A. Clauss, Chief Engineer, Great Lakes Steel Corporation.

Michigan Patent Law Association.

Time: March 28, 1934.

Event: Annual Banquet at which the guest of honor will be Hon. Conway P. Coe, Commissioner of Patents, U. S. Patent Office, who will deliver a special address for the occasion.

Place: Not yet selected; its determination will depend upon indicated attendance. A rare opportunity which M. P. L. A. is affording the public. To facilitate completion of arrangements, notify J. Windsor Davis, 1034 National Bank Building, Cadillac 4115, if you wish to

attend, on or before March 22.

HALL OF FAME: L. E. Williams has been elected President of Michigan Engineering Society. Col. A. A. Douglass has been elected Director-at-large of the Michigan Engineering Society.

**ARCHITECTS REGISTERED AT THE
20th ANNUAL CONVENTION OF
THE M. S. A., FEBRUARY
23-24, 1934**

Charles N. Agree, A. W. Balle, C. Kenneth Bell, Wells I. Bennett, Marcus R. Burrowes, William D. Cuthbert, G. Frank Cordner, Frank E. Cox, Harry L. Colton, Clarence Cowles, Clair W. Ditchy, George F. Diehl, J. Ivan Dise, Frank Eurich, Jr., Harold H. Ehlert, Elsworth E. Elwood, Philip J. Funke, Robert B. Frantz, Branson V. Gamber, John B. Gay, H. J. Maxwell Grylls, Joseph J. Gwizdowski, R. V. Gay, Arthur K. Hyde, W. E. N. Hunter, T. C. Hughes, Leo J. Heenan, Don W. Hunter, and

George J. Haas, Austin A. Howe, Alvin E. Har-ley, Peter N. Hulsken, Warren S. Holmes, L. B. Jameson, Hugh T. Keyes, Louis Kamper, William H. Kuni, Walter E. Lentz, Emil Lorch, Richard H. Marr, J. Lawson Miller, George N. McConkey, Frederick D. Madison, Andrew R. Morison, H. Augustus O'Dell, C. William Palmer, St. Clair Pardee, Milton

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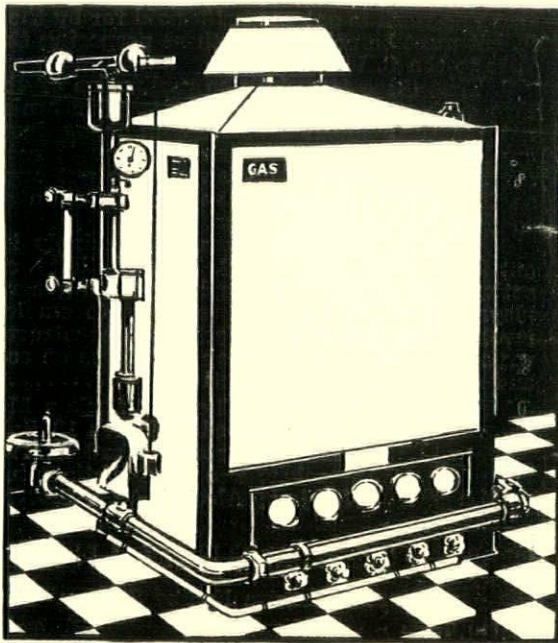
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WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 8

DETROIT, MICH., MARCH 20th, 1934

No. 12

THE BUILDER'S BOOK IN MICHIGAN

Wm. B. Stratton

My old Hartford aunt, as a send-off on my chosen career, gave me her first husband's builder's books. There were four volumes in splendid leather bindings. To save her feelings, I lugged off these relics of the carpenter's art.

I cut one up to bind my Nautical Almanac and the rest found storage on the lower shelf among the scraps.

In a current movement or move caused by the present situation, I ran across one of these books. I have been reading it with increasing interest. I came across many items that seem to explain the good taste and judgment shown by the builders of the villages and farmsteads in the country round about us.

The book was published in Boston in 1832 by Edward Shaw, Architect. The title page is too long to reproduce but I give a quotation from the ADVERTISEMENT, to show the author's purpose.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, March 20th, 12:30 p. m.

"I have endeavored to arrange the contents so as to be useful to the student, as well as to all classes of operative Builders. Those workmen, therefore, who aspire to any degree of superiority and taste in either of these branches, will be able, from hence, by improving their leisure hours, in a short time to understand the principles of their respective occupations; and to execute with taste and pleasure what they now do but mechanically."

With some reservations concerning the speed and ease of acquiring this art, or as he puts it, "The principles on which this noble art ultimately rests," it is very evident that the work of the early middle part of the last century was tremendously influenced by such publications.

It is a never-ending surprise and pleasure to note the evidences of the work of the early builder that may be seen in a day's run anywhere in the lower part of the state. The simplest farm house may have a doorway and window spacing that are easily traced to this period. In the towns there are many houses that are gems of completeness. Simple lines and balances, cornices, corner pilasters, window and door trim all woven into a well proportioned unit.

Illustrated herewith are some of the older buildings near Detroit, which are being converted into hamburger stands, etc., with no regard for their



HOUSE AT BIG BEAVER, MICHIGAN

architectural character. The Historic American Buildings Survey, directed in Michigan by Branson Gamber, is doing much to create on the part of such owners, a new consciousness as to the value of such places.



FARM HOUSE NEAR LEXINGTON, MICHIGAN

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Krieghoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Flier, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., RAndolph 5500

Edited By E. J. BRUNNER

"A New Era"

We landed on this page October 10, 1933—almost six months ago.

We see fit to have reprinted here, a message we sent in a bulletin of our own to our members, June 9, 1933. We think this should be reprinted because we have just run across it, and rereading what we published at that time, is very interesting now because it does show that predictions can sometimes come practically true.

And so we quote from "Builders' and Traders' Bulletin" to its members issued June 9, 1933:

"There is going to be a new law called the Industrial Recovery Bill at present which is going to effect a NEW ERA in business. I wonder if you realize the tremendous significance of this piece of legislation.

"It marks, temporarily at least, the end of AMERICAN INDEPENDENCE IN BUSINESS. It marks the end of Laissez Faire as a cardinal principle of these United States.

"The announcement of the passage of this law will effect greater changes in our business make-up than did the announcement of the 'Bank Holiday.' This does not mean or infer that the changes will be determined. That is yet to be seen. It does mean that our ship is going to be steered with a different compass.

"There has been strenuous effort put forth by the National Association of Manufacturers—a mighty powerful organization—to have this bill amended, but sources in on 'the know' say the bill will pass practically unamended.

"If it does, it will give the Federal Government the authority to license every business in the United States. The power to license is an immense power. It may never be invoked—and then again it may.

"It will give trade associations the opportunity of evolving trade practices which will be given the 'go' sign by the government when they pass approval. Thereupon every business in that particular industry will be bound by these practices whether or not a member of that trade association. You can see the significance. Many of us are not going to be allowed to do all the things which we as American Business Men have considered our rights.

"The passage of the bill means a growth of powerful labor unions. A labor union is an association and will be listened to by the government.

"We shall probably see a pick-up in business—a rising price commodity market—and lots of

scrapping.

"The bill really has a two-way significance which is extremely interesting. In short, it can be expressed that ORGANIZED BUSINESS WILL HAVE MORE POWER THAN EVER—and the rank and file of individual business less power than ever.

"God help us if our organizations are not HONEST, AND IF THEY ARE NOT RUN FOR THE GENERAL BENEFIT OF MEMBERS. If the 'inside groups' which have always been apparent in some organizations are going to be the masters and have the power of the Federal Government behind them, it will be just too bad.

"It wouldn't be so bad if the government were infallible. But mark it well that the government control of this will not be infallible. Picture from the head of a great complex bureau down to a bottom of thousands of agents employed by the government at small salaries—there's the answer.

"The construction industry divides itself into two parts when we consider the regulatory features of this bill. First, there are the supplying industries like lumber, cement, stone, brick, steel, tile, terra cotta, elevators, trim, hollow metal, etc. and etc. They will each organize through their nationals, and joint agreements. Then there is what might be termed the contractual part of the industry—the architects—general contractors—sub-contractors—speculative builders, etc. Their relationships with each other very likely will be the biggest problem to be settled outside of wages which will be a problem in every industry."

PERSPECTIVE CLASS

Earl W. Pellerin, 16855 LaSalle Boulevard, is organizing a class in practical perspective drawing, to be directed by Frederick Crowther. The class will meet on Saturday mornings or Saturday afternoons, according to the wishes of the majority. Mr. Crowther is well-known in and about Detroit for his splendid architectural perspectives and renderings. Those interested should get in touch with Mr. Pellerin, and if a sufficient number signify their intentions of joining the class, work will be started immediately.

Walter H. Blucher, Secretary of the Detroit City Plan Commission, has been named Consultant to the National Planning Board, an appointment by Secretary of the Interior Ickes. His duties will be to work with a state board toward planning in Michigan.

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GRACE HARBOR LUMBER CO.—Four Yards. Hogarth 4913.

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JOINT MARCH MEETING

**Detroit Chapter, A. I. A.,
Michigan Society of Architects**

LA CASA LOMA CLUB

5435 Woodward Avenue

Wednesday Evening, March 21st, 1934

Dinner at 6:30 P. M. (75c)

**CHAPTER BOARD OF DIRECTORS MEETS
AT 5:30 P. M.**

Please make reservations with Arthur K. Hyde,
318 Woodward Boulevard Building

At this meeting Mr. L. Marnus, noted Scandinavian Architect, will be the speaker. An exhibition of Mr. Marnus' work, including Modern Scandinavian Architecture, is now current at The Detroit Institute of Arts.

TO ALL GENERAL CONTRACTORS

The Divisional Code Authority for General Contractors is established and approved by the N. R. A.

The General Builders' Association of Detroit received orders on March 15, to notify all General Contractors in this vicinity that they are required to register all work for which they enter into contract on or after March 19, 1934, and remit a charge of one-tenth of one per cent of the value of the work.

The General Builders' Association of Detroit then designated the agency for this district to secure registration for the Divisional Code Authority, and General Building Contractors will register their work at the Association office, 1248 Book Building, Detroit.

RALPH A. MacMULLEN, Secretary.

ALL MEMBERS OF THE CONSTRUCTION INDUSTRY should remember that the Code of Fair Competition for the Construction Industry, Chapter I, sponsored by the Construction League of the U. S., was approved by President Roosevelt on January

31, and has been in full force and effect since March 2, 1934.

Other Chapters for the Divisions or sub-divisions may add further provisions as approved, but the provisions in Chapter I are now in effect.

RALPH A. MacMULLEN.

RESOLUTION PASSED AT THE M. S. A. 20th ANNUAL CONVENTION

WHEREAS, The Building Industry in the State of Michigan is at a standstill, with the result that thousands of skilled workers are unemployed; and

WHEREAS, The Building Industry is the second largest industry, and approximately one thousand men will be employed for one year, for each million dollars expended on construction projects. Increased activity in this industry will provide an added stimulus to business, and will aid in general business recovery; and

WHEREAS, At the same time, there is a great need for a State Building Program. Many of the present institutions are overcrowded, and have long waiting lists. The present accommodations, in many instances, are unsatisfactory and unsafe. These institutions are handicapped in properly caring for the occupants.

In many cases the structures are obsolete, and the maintenance and operating costs are therefore very high. New and modern buildings are required to provide the necessary accommodations, and will reduce these maintenance and operating costs; and

WHEREAS, The passage of suitable Legislation in this State will make it possible to secure funds from the Federal Government to construct these projects, including a grant of thirty per cent (30%) of their cost and taking advantage of present low building costs before the inevitable increase takes place, will result in considerable savings; therefore be it

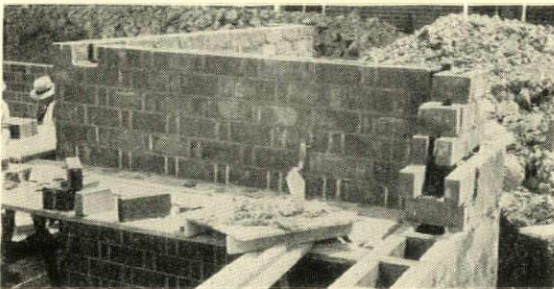
RESOLVED, That the Michigan Society of Architects, in its Annual Convention, favors and urges the enactment of such Legislation as will make it possible to secure Federal aid to construct these greatly needed building projects, thus providing employment for thousands of skilled workmen during their construction.

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WEDNESDAY-THURSDAY

MARCH 21-22

Joan Blondell and Adolph Menjou in "Convention City"

FRIDAY-SATURDAY

MARCH 23-24

Claudette Colbert and Herbert Marshall in
"Four Frightened People"

SATURDAY, 11 P. M.—Edward G. Robinson in
"I Loved A Woman"

SUNDAY-MONDAY-TUESDAY

MARCH 25-26-27

Ann Harding and Clive Brook in "Gallant Lady"

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and

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DETROIT, MICH.

P. W. A. HOUSING DIRECTOR WINNER OF GOLD MEDAL

Robert David Kohn, director of the housing division of the Public Works Administration, was awarded the 1933 medal of honor of the New York Chapter, American Institute of Architects, "for devoted and inspired leadership of the architectural profession; for initiating the unification of the building industry; for great vision, understanding, and continued national effort for the betterment of humanity in housing and city planning; for high ideals as a man; for fine qualities as an architect."

Since receiving his Federal position, Kohn, a past president of the institute, has fought steadily for slum clearance.

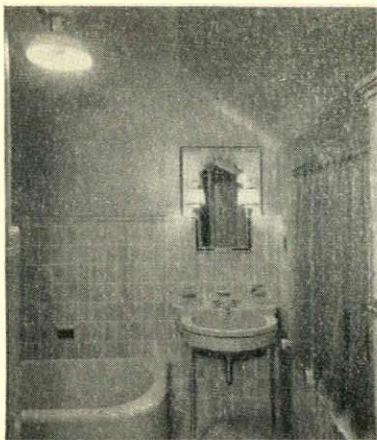
MICHIGAN STATE BOARD OF EXAMINERS FOR REGISTRATION OF ARCHITECTS, ENGINEERS, SURVEYORS

The Michigan State Board of Examiners for the Registration of Architects, Engineers and Surveyors, announces the next examination for Architects to be given at the University of Michigan, Ann Arbor, on April 12th, 13th, and 14th, 1934.

Application blanks and full information may be obtained by writing to the office of the Board, 1205 Griswold Building, Detroit.

The Editor has been working on C. W. A. lately and has had little time for editing, or hadn't you noticed the improvement? Perhaps the editorial content of The Bulletin has been better because of so many worthy contributions.

Secretary Frank H. Wright congratulates Albert Kahn and John B. Gay, whose birthdays fall on March 21st.



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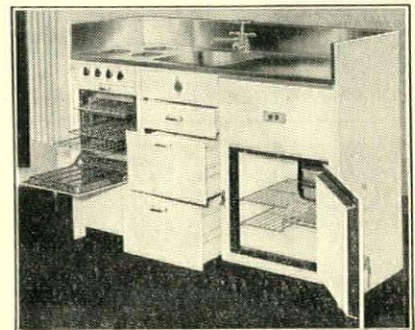
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WEEKLY BULLETIN

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Vol. 8

DETROIT, MICH., MARCH 27th, 1934

No. 13

HABS—Surprise—Thanksgiving—Spring Party

On blue Monday evening, March 19th, 1934, there assembled at 138 Cadillac Square a group of architects who are seriously working on the Historic American Buildings Survey.

The address is that for which one of our members, J. Lawson Miller, was famous for some thirty years. It is now called the Epicurian Grille. The occasion was a SURPRISE Party for Branson V. Gamber, Michigan Director of the H. A. B. S. You know, it's lucky when these initials spell something. It's very lucky for all of those engaged on this project.

And was Gamber surprised? And was George Singers' face red? It's one thing to have a Thanksgiving Party, another to have a Surprise Party, and still another to have a party celebrating the return of Spring—and prosperity.

This party was all of that and more!

Before we get too far into the evening, let us announce that Philip McDonnell arranged the party—surprises and all, and anything Phil does is done right. To him should go all of the credit for this splendid event.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, March 27th, 12:30 p. m.

C. William Palmer, president of the Detroit Chapter, A. I. A., presided. He expressed regret that Clair W. Ditchy, president of the M. S. A., could not be present on account of a previous engagement, as well as Robert O. Derrick, who had a birthday party at home. A telegram to R. O. D. was dispatched immediately. Messrs. Derrick and Mason were thanked for the use of their office space. A telegram was also sent to Messrs. Rindge and Norton in response to their letter of regrets.

In addition to Palmer, president of the Chapter, and Gamber, chief of the Michigan H. A. B. S., members present were: Messrs. Crowther, Deigert, Eurich, Golchert, Hughes, Kressbach, Lindsay, Lucas (Photography), McDonnell, Singers, Simons, Simpson, VerValin, Varney, Wenzell, and Wright.

Everyone had his say and there was much reminiscing about ateliers, the office of A. K., S. H. & G., and the "days when." But, of course, the speech of the evening was made by our Chief, Branson V. Gamber, who told of the many interesting things the project has uncovered. Like Bill

Stratton, in the last issue of the Bulletin, he called attention to the many excellent examples of the early efforts of Michigan pioneers to create something, and the utter disregard, in many cases, with which they are being treated today.

"Besides the records, which will be of great value, a great service is being done to raise the morale of those engaged on the project," he said.

"The question has been asked, 'Will the Government publish the results of this survey?' This is something we all hope for but, so far, no appropriation for that purpose has been asked for. The answer lies with you men. If we produce something fine enough, and there is sufficient public interest, undoubtedly Congress will be asked for an appropriation for this purpose."

The speeches of minor importance, including the writer's, dealt mostly with the splendid atelier spirit which had been developed and even resulted in a movement to revive the Thumb Tack Club.

Next to that or a scholarship to travel and study in Europe, this project has done more to rehabilitate the architects working on it than anything else could possibly have done.

In Europe we would make measured drawings of their best examples of architecture. Here we do the same, and surprising as it may be, we have some very excellent examples. There is no better training than this.

To inject an intimate bit regarding the writer's own Squad, and to show how much interest the survey has created, let us relate our experience at Ypsilanti.

We were to survey the "Ballard" house, so called because, according to our best information, it was built for Mr. Ballard. When we arrived there, the Ypsilanti Press wanted to get a story. We gave them all of the information we had. They were so thorough that they dug up the fact that the original owner was not Mr. Ballard, but Judge Lane. And so they found out things about the house that were not known before.

They saw the full-page article in the Detroit News Feature Section. They were jealous and determined to out do them. Well, if it's the Judge Lane House, our squad has to do a lot of scrubbing.

President Palmer expressed regret that Professor Lorch could not be present as chairman of the consultants.

Altogether, we have never attended a meeting where there was more real spirit.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Krieghoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

Selling at the Same Price

Regardless of the fact that not one of the manufacturers manufacturing a certain product manufactures identically the same, according to the new code, their products all must sell for the same price.

That is not only a new deal, it is a new deck and a new game. What kind of players are we going to develop? How must our notions and policies change in order to play this new kind of game?

Is QUALITY going to reign supreme? Is salesmanship going to be the biggest factor? Is service going to be the biggest consideration? What is going to happen?

Let us begin by looking into an architect's office. He is looking at comparative data on four different manufacturers' products. The difference between any of them is not great, but there is a difference, and yet they are all the same price. What considerations will move him? Well, there are three possible considerations—preference for product, preference for dealing with certain parties, service considerations not in violation to code requirements.

Let us follow each of the three down the line. Preference for product is built up by manufacturing a product which is preferable. In some respects there is no universality in this, because some people will like one thing and some another. But outside of these differences there are fundamentals which make products preferable. In the days when price reigned supreme, a lighter gauge of material, or less expensive and less effective workmanship, and cutting a corner here and there made the torment for a manufacturer putting out a quality product. Now, if a manufacturer is going to bid for preference of his products, he must produce one which will stand almost any test with any of his competitors.

This isn't so simple a matter as it might at first seem. Some plants have for years been geared to high production rates of good quality but not specifically the very best quality of product of that field. Their product has been good, they have had big volume, and have been enabled to sell at lower prices. Taking all the price preference out of the picture, offers them a real problem to solve. If they want the preferred material in order to retain volume on that scale they may be forced to undergo some changes at a time when volume is yet quite low.

But not all will make the preference for the product the main attack to gain business. Doubtless some will rely on superior contact methods. In other words, will take the road of preference for dealing with them. Instead of increasing the outlay on per unit production, they will increase ad-

vertising, and all forms of sales contact.

The preference based upon services not tabooed by the codes will doubtless enter into the picture, and along this line there is much to be done.

Suppose, for instance, that it has been common practice to end the picture when the material or product is delivered to the job. It may well be that in some cases from now on, there will be producers offering inspection beyond the point of delivering to the job. This practice, of course, has not remained untried. Even in the days of price competition there were some firms which made a specialty of giving more service. In many cases this service was of such a nature that without it, the same effect in the use of the materials in question could not have been gained.

Just how far each code goes in circumventing such services can not be analyzed here, but a cursory reading of many of them convinces me that fruitful trails for legitimate business preference lie in this direction.

This business of selling at one price leads to some queer conclusions. It is not a method with which we have had much experience. All we can remember is that it has been unlawful to do this very thing. Not having been able to do it in the open, it has not been widely tried and never effective.

It is going to give the manufacturer new problems. It is going to revise the concept of selling and will put a bigger premium on smart sales brains. The salesmen should not be discouraged. It is their day. It will also work wonderfully in favor of the great advertising industry. By way of parenthesis, I would say that this little magazine is a wonderful place to begin advertising in at this time, and I predict this sheet will grow wonderfully.

It is going to mean a new day for the architect. With several brands of products selling at the same price, the architect is ridded of the nightmare that the contractor will buy on price. It should mean vast strengthening of the architects' prestige. If the profession rises to the occasion, it can serve clients so well that they will be foolish to do anything bigger than a doghouse without a competent architect—and he will be a much more important figure even than he has been.

We are going to hear many sobs about price monopoly. If we study the thing through and see the wonderful things which a reign of QUALITY can do for us, our minds will be changed. But mark it well that there is grave and imminent danger in prices all the same. If those who charge do not unite honestly in keeping prices down, WE WILL. NOT HAVE MUCH TO TRY THE NEW AND SPLENDID THEORY UPON.

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HELP BRING RECOVERY

In normal times the construction industry is one of the greatest direct employers of skilled and unskilled labor—carpenters, plumbers, bricklayers, metalsmiths, and a dozen other categories of workers. And, indirectly, it employs as many more in the industries making construction products.

In 1929, these industries furnished over a million jobs. They include the manufacture of shingles, pipe, cement, wire, paints, papers, lime, linoleum, lumber, and so on. The total value of their products was over five billion dollars. Forty-nine thousand plants were involved, with payrolls of close to \$1,600,000,000 a year.

Those figures show why stimulated construction is essential to recovery. Home building is the most important branch of construction, constituting about fifty per cent of the total. It isn't the million-dollar skyscrapers that make the bulk of the jobs—it's the small homes, costing three or four thousand dollars. By the same token, home repairing, in the aggregate, is of equal importance.

Spring is almost here. In the average home much can be done to make it more comfortable and efficient. Prices are still low with sharp rises in prospect. Build now, repair now—save yourself money and do your bit toward regaining good times.

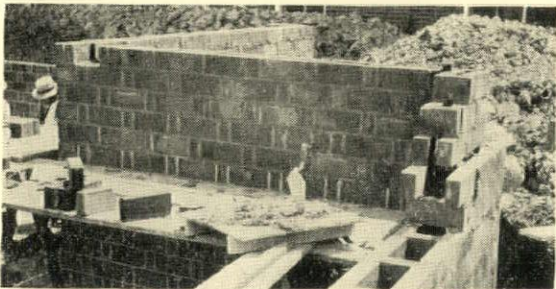
THE COUNTRY NEWSPAPER

Turning from city newspapers to small town press exchanges that come to the editor's desk is like stepping from the slums, full of vice, into an old-fashioned garden sweet with lavender and thyme and the scent of perennial flowers. The pages of big dailies are so full of murder, thievery, immorality and selfishness that the better news is obscured by these glaring shatterings of the Decalogue. One puts the papers aside with a feeling of depression and heartache that the world is so full of terrible and unhappy things.

Then picking up the papers that record the happenings of the little towns around us, one gains renewed faith in life. Here are set forth only that which uplifts a community—the activities of the business men, the church items, the happy social gatherings of the people, the marriages, births and deaths, farmers' items, and all the thousand and one daily occurrences that make up the simple annals of the great common people, who are really the foundation of this broad country of ours.

Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our nation existence.

—Christian Science Monitor.



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FRANK P. ALLEN

Frank P. Allen, 77, one of the oldest practicing architects in Michigan, died on March 16, 1934.

He was the father of Roger Allen, a partner in the firm of Frank P. Allen & Son for many years.

The firm had done many important buildings in Grand Rapids and throughout the state.

The Society and the Detroit Chapter of the A. I. A., will feel a distinct loss at the passing of Mr. Allen.

Secretary F. H. W. congratulates the following on their birthdays: J. Lawson Miller, March 27th; J. H. Gustav Steffens, March 28th; Frederick D. Madison, April 2nd. It has been said about his namesake, Frank Lloyd Wright, I'd rather "be Wright than precedent."

A BIG MAN SPEAKS

With so many influences and agencies working to extend the socialist program in the United States, it is heartening to those who believe in the superiority of private initiative and enterprise, to read the following courageous expressions from a recent address of former governor Alfred E. Smith at the Century of Progress Exposition in Chicago. Mr. Smith said, in part:

"—there is still another great fact for the people of this country to observe. Aside from the assistance of Divine Providence, what has made the architecture of this country great?

"If you will study it, you will be obliged to come to the conclusion that it was brought about by our great individual architects; by the strength, the power, the courage, the brains and the ability of these men; the triumph of the mind and the hand of free men, without dictatorship.

"It marks advances in our civilization due entirely to individuals, private individuals, working without inspiration, compulsion, control or even suggestion from the government itself. In fact, it is noteworthy that the government has done very little to contribute to this century of progress, while, on the other hand, much has been prevented, much has been thwarted, much has been hindered, by the heavy, cold, clammy hand of bureaucracy.

"Now let us not be too cynical about the motives

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Dorothea Wieck—Baby LeRoy in "Miss Fane's Baby Is Stolen"

FRIDAY—SATURDAY MARCH 30 AND 31
Zane Grey's "The Last Round-Up"
11 P. M. Ruth Chatterton in "The Crash"

SUNDAY—MONDAY—TUESDAY APRIL 1, 2 AND 3
Two Features—Adolphe Menjou in "Easy to Love"
Richard Barthelmess in "Massacre"

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that have actuated the men who have wrought these buildings which house miracles of science and invention. Pride of achievement, ambition to excel, love of work and art have had more to do with it than the mere desire to make money or to exploit others. And it is a matter of common fact that government is at its best when it supplements and cooperates with private industry.

"And a century from now another exposition will arrive here, to mark another century of triumphant progress of free men, under the American Constitution."

THE NEW ERA IN HOME BUILDING

From the standpoint of today's homebuilder, the depression has produced one good result.

According to a news item from Seattle, building has acquired a new status in the last three years. Architects and contractors agree that it will never go back to the old basis. The principal change has been in the degree of discrimination developed by the prospective builder and buyer. He may be buying a very inexpensive place—but he has learned to demand beauty and artistry and good workmanship and materials. It is doubtful, as the news item observes, if the old jack-knife carpenter and the contractor who threw up a number of jerry-built homes as a speculation, will have a place in the new order.

What is true in Washington is true, to a greater or lesser degree, elsewhere.

There has never been a better time for building a new home or rebuilding the old one—never a time when we could get so much, both in materials and in expert advice, as at present. The buyer's market still exists—the price rises that have occurred recently are as nothing to the price rises that are coming.

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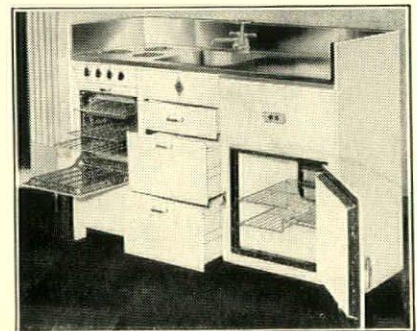
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WEEKLY BULLETIN



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Vol. 8

DETROIT, MICH., FEBRUARY 6th, 1934

No. 6

EXTRACTS FROM "THE PSYCHOLOGY of ACHIEVEMENT"

By Walter B. Pitkin

Published by Simon and Schuster Inc.
386 Fourth Ave., New York.

Reviewed by G. Frank Cordner

Beginning on page 56.

The author is demonstrating in this chapter the scarcity of genius and uses mathematics to prove it.

"Let me demonstrate this in the field of architecture, which has interested me personally for many years. How few great men below the ranks of genius our country has produced in this, the noblest of the arts! Is something wrong with us? Are Americans inferior in such work? The houses and city towers disprove that suspicion. Indeed, America is the only country today where the art throbs with fresh life, the only place where the highest creative work is being accomplished. And yet how few the men who do it all. Why?"

Among the professions, Architecture calls for the rarest and largest set of native abilities. Hence it is that our country suffers from a shortage of high-grade architects, and probably always will. Only one other profession vies with it in this respect, and that is surgery.

Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

Southwest Vista

Tuesday, February 6th, 12:30 p. m.

The architect who achieves great things must be born with a greater variety of aesthetic sensitivities than the painter and sculptor. He must respond delicately to colors, forms, and masses, singly and in combination. And he must be thoroughly eye-minded. When he thinks of Charters, he must instantly conjure up clear recall images of the Cathedral from whatsoever angle he chooses.

Then too, he must think in three dimensions, and in any perspective. These two abilities are wholly distinct from the simpler sensitivities to color and form. A man who lacks them may become an admirable mural decorator or perhaps an architectural engineer, but never a great creative architect. For the supreme effects here are attained by proportions, vistas, masses, subordination of parts and members, the interplay of lights, shadows and color, and the relating of the structure to its larger physical setting.

Here much more than aesthetic feeling is involved. Creative fantasy comes in. And this is the rarest of gifts. To make achievement still harder, the great architect must think in terms of materials as well as of the aesthetic elements. Limestone, granite, marble, brick, tile, raw wood, painted wood, and stained wood—all these and many more he must manipulate in imagination long before he dares specify them.

He should rank far above the average in mathematics, for there is endless computing to do. His mechanics must be well grounded, for he is always dealing with strains and stresses, with the strength of materials, and with live and dead loads on floors. And, of course, he must be blessed with exceptional native skill as a draftsman.

You might suppose that with these endowments a man could achieve whatever he wished in architecture. But no! For he cannot advance one inch unless he can first get business, and, having it, fulfill the wishes of his clients. He must keep within cost limits. He must supervise the contract. He must inspect construction work as it proceeds.

We cannot list all the native traits which these tasks employ. But we know some of the more conspicuous. For instance, a great architect must be "a good mixer." He must find ways of making the acquaintance of important business men and other rich people from whom some day he may receive commissions. In most American communities this means country clubs and golf, bridge and poker, Rotary Club, and Chamber of Commerce.

As we have seen else where, these social strenuities are a pretty severe drain on one's energies. But they are not so bad as the peculiarly uneven office work of the typical architect. Here is one of the most unfavorable aspects of the profession. The energy load ranges from zero for weeks up to peak capacity at a moments notice. It resembles the fireman's more than any other. Some prosperous firms find themselves idle for weeks or even months at a stretch, then suddenly flooded with work which must be executed at the highest possible pressure. I have known of a case in which the entire firm had to work eighteen hours a day for a fortnight, after which everybody loafed for

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Krieghoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Fier, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., RAndolph 5500

Edited By E. J. BRUNNER

Credit For Construction

All that you can say for CWA is that it is yeast. If the result is not bread we will not long stand up. You can't live upon yeast alone.

Bread (the kind we must have) is private construction. And now let us raise a knotty question. Is it true that we shall be able to obtain money (long term credit) for construction just as soon as there is a general feeling that it is good business to build, or is it true that we must set up more new machinery to serve as a credit machine for construction financing?

Some people feel that the matter of mortgage money will take care of itself as we gradually get on firmer ground. Others feel that new machinery should be set up. Some feel that the government should take an active part in setting up such machineries, while others feel it will be done with the best long-run results if private initiative does the job. You doubtless have heard each of these views annunciated by friends of yours.

Some say that the banks are practically bursting with money and will shortly loosen up. Others feel that this loosening will be too slow in attainment or will never happen.

I believe the construction industry should be very attentive to the matter of setting up machinery for mortgage money because certainly erring in setting up too much machinery will not be as bad as finding ourselves continuously without effective machinery.

No one would propose that any machinery be set up which is not set up on a sound basis.

One such machinery which should be set up and which is likely to be set up is Mutual Savings Banks. Some readers will recall a joint meeting of architects and members of the Builders' Exchange on this subject just about a year ago. Since that time legislation has been drafted and it is very possible that qualifying legislation will be passed at the next session. There should be a keen interest in this matter when it comes before the legislature. Fortunately much favorable publicity has been given this movement by various powerful newspapers in Michigan.

One machinery which has recently been set up is a Federal Savings and Loan Association. There has been one such set up in Detroit and one in Midland. These two so far are the only ones in Michigan.

The Government apparently is preparing to go a bit further than it has so far in cooperation in getting such association started. Initially in the

case of the first one in Detroit which now is located at 150 W. Fort St. the government put in \$100,000 capital to match a like amount of private subscription. In time these may well become very important sources of mortgage money especially for home building. In time there may well be several such associations in the city of Detroit and many more thruout the state.

The point at present is to get the first ones on a good going basis. Certainly the construction industry should support this movement, not only by words. Why not interest yourself in what is developing at 150 W. Fort St.? They will be glad to see you walk in on them.

For some time there has been talk of a Federal Mortgage Discount Bank. It is thought by those who recommend such an institution that it is beyond the range of possibility that private enterprise can create the machinery necessary to meet the problem.

It seems beyond question that many of the former sources of large supply are gone permanently. Banks which formerly loaned on mortgages are going to be mighty shy if not actually put out of the field by regulatory measures.

It does seem good judgment to suppose that a Federal Discount System would immediately loosen mortgage money. But if it is not necessary for such machinery to be set up—if private machinery can be set up, let us hear now without delay the plans.

The construction industry is not going to play safe if it does not concern itself intensely with the problem of mortgage money.

Mr. J. Lee Baker, chairman, Detroit Building Congress, announces a meeting of delegates and alternates to the Board of Representatives of the Building Congress in the dining room of the Aztec Tower on Monday, Feb. 5, 1934 at 12:15 p. m.

The nominating committee will be prepared to present its report, and the officers of the Board of Representatives and also 2 members of the Board of Governors will be elected for the current year. The guest speaker will be Harvey Campbell Vice-president, secretary, Detroit Board of Commerce. He will conduct a real heart to heart round table talk with questions and answers. As business is now, without any doubt, on the upward trend, delegates and alternates should not fail to attend this most important meeting.

WANTED:—Vol. VIII, No. 3 and Vol. XI, No. 4 of the White Pine Monograph. Will make exchange of other issues. Address the Bulletin.

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EXTRACTS FROM "THE PSYCHOLOGY of ACHIEVEMENT"

(Continued from Page 1)

a month. Few men can tap their physical and mental energies in this manner.

How common, then, is the type of man whose combination of native abilities is just right for high creative achievement in architecture? Well, we can count up at least six traits of aesthetic sensitivity, social intelligence, salesmanship, and energy in each of which he must, on the most conservative estimate, be the best man in ten. Each of these traits is an independent variable; it has no inner connection with any of the others. Hence to be the best out of ten men in any two of the traits, the man must be "a man in a hundred." To be the best out of ten in any three, he is "a man in a thousand." And to maintain the same rank in all six traits, he must be literally "a man in a million." In other words, there is just one chance in one million that anybody is thus endowed.

As we have nearly 120,000,000 people in our country, it is unlikely that more than 120 of all ages and conditions of training have been born with traits that lead to high achievement in architecture. Of these, fully half are too young or too old to be reckoned with just now. That leaves around 60. And is that not pretty close to the actual number who are accomplishing notable things?"

CONVENTION PLANS FORMING

Committee Named

President H. A. O'Dell of the Michigan Society of Architects has named committees on arrangement for the Society's 20th Annual Meeting to be held at the Fort Shelby Hotel on February 23rd and 24th, 1934.

G. Frank Corder was named Chairman of the Program Committee; George J. Haas, Entertainment; H. A. O'Dell, Finance; Andrew R. Morison, Registration; Talmage C. Hughes, Publicity; Lan-celat Sukert, Luncheon Program.

It is expected that matters of greatest interest to architects and the construction industry will be discussed, such as financing for private construction and other elements necessary to a revival of the industry. In the meantime, pending such accomplishment every effort will be made to aid architects to fit into the CWA program.

As an instance, it is hoped that the Comprehensive City Plan, originally sponsored by the Detroit Chapter, A. I. A. will have taken definite form by that time. It has passed all of the hurdles except the one concerning funds and quota. It is on the

list awaiting an additional appropriation extending the CWA program after February 15th.

The Planner, issued weekly for the Detroit City Plan Commission states:

One of the most heartening things we have seen in many months is the planning set-up in the City of Toledo. Utilizing CWA employees, a planning staff of over five hundred members has been organized. The staff gathers factual information, prepares the plans for various projects, estimates their cost, and then actually supervises the construction of the work. It is as near a perfect arrangement as we have seen. That the work being done, and already done, meets with the approval of the Government can be determined from the fact that Toledo, with a population of 300,000 and an area of thirty-five square miles, has been allowed 20,000 CWA workers. Because of a judicious expenditure of funds for materials,

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work is still proceeding in that city.

The Cleveland Chapter of the American Institute of Architects in conjunction with other co-operating organizations is conducting a Renovize Exposition in the Builders Exchange Building of that city. Mr. James H. Duthie, Committee Secretary writes:

A most important part of the Exposition is to be an exhibition of "before and after" photographs and drawings of remodeled and altered buildings of all classes.

We desire the material for this exhibition to have great architectural merit. Therefore, we will greatly appreciate it if you will advise us the names and addresses of architects in your Chapter who have material of this kind, which we might obtain for our exhibition. We are particularly interested in altered residences, apartment houses, office buildings, hotels, restaurants and retail stores.

Professor George M. McConkey of the College of Architecture, University of Michigan, makes the Honor Roll this week by sending \$3.00 for his annual dues.

At the Annual meeting of The General Builders Association, held January 10, 1934, the following officers were elected: President, Herman Banbrook; Vice-President, Arthur W. Kutsche; Treasurer, Herman E. Clafehn; Members Executive Comm., Leo P. Richardson and Harry B. Culbertson.

F. W. Dodge Corporation, 607 Shelby Street, Detroit, has available for free distribution to those interested copies of an article written by Mr. T. S. Holden, Vice-President in charge of Statistics of the Dodge Company. The Article is entitled "The Construction Outlook" and should be of interest to all architects.

And wishing Henry Stanton, in Florida a happy birthday on February 7th.

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W. C. Fields — Baby Le Roy in "Tillie and Gus"
Saturday 11 P. M. Barbara Stanwyck in "Baby Face"

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March 341

WEEKLY BULLETIN



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Vol. 8

DETROIT, MICH., FEBRUARY 13th, 1934

No. 7

HISTORIC AMERICAN BUILDINGS SURVEY

It goes without saying that Branson V. Gamber as District Officer for the State of Michigan will deliver to the Library of Congress at Washington something as fine as it is humanly possible to do, for their permanent records of Historic American Buildings. And that is saying a lot, considering the architects and the material they have to work with in this country.

But was Gamber ever known to do anything differently? No matter what the assignment, he is always equal to it with a good margin to spare.

Commenting on the usefulness of this CWA project Gamber said:

"When our firm was commissioned to do the Ford Museum Group in Greenfield Village we were instructed by our client, Mr. Ford, to reproduce Independence Hall in Philadelphia. I went to Philadelphia with a squad of men prepared to measure the building in detail.

"When I arrived the first thing I did was to contact the officers of the Philadelphia Chapter of The American Institute of Architects and I found that the Chapter had already made complete measured drawings of the structure. And what drawings! I had never seen more beautifully done work. I secured a set of prints, and, naturally, this saved us a tremendous amount of time and expense."

When the Historic American Buildings Survey is completed it will be possible for anyone through the Library of Congress to secure reproductions of drawings of practically all of our fine examples of architecture, which have so much historic value, Gamber says.

This is bound to have a tremendous influence toward better architecture, as well as preserving our architectural heritage of the past.

Among the buildings being surveyed in the Detroit area are Fort Dearborn, built in 1833; SS Peter and Paul Jesuit Church at Jefferson and St. Antoine, 1844; Barracks and Powder Magazine at Fort Wayne, 1848. The Wahr house in Ann Arbor and others throughout the state are also being surveyed.

An advisory committee to select buildings eligible for the survey was appointed by the Detroit

Chapter, A. I. A. through C. William Palmer, President, in conjunction with Gamber. This Committee consists of Professor Emil Lorch, Director of the College of Architecture, University of Michigan; Wirt C. Rowland and Marcus R. Burrowes, both of Detroit. These three architectural advisors are augmented on the committee by two laymen, Messrs. George G. Booth and J. Bell Moran.

Director Gamber has also announced the appointment of the following consultants throughout the state:

Averton E. Munger, Bay City; Emily Butterfield, Farmington; Antoine B. Campau; Grand Rapids; Leonard H. Field, Jackson; Victor E. Thebaud, Grand Rapids; D. Fred Charlton, Marquette; Walter E. Lentz, Detroit; Lewis W. Simpson, Detroit; Lewis J. Sarvis, Battle Creek; Chase S. Osborn, Sault Ste. Marie; Burrett Hamilton, Battle Creek; Miss C. I. Sibley, Muskegon; Mrs. VanDorn, Holland; Miss Ella White, Alpena; Mrs. W. E. Chapman, Cheboygan; Mrs. Stewart Perry, Addison.

Owners are urged to cooperate by permitting measurements and photography of such buildings. Architects as well as laymen should call to the attention of the committee such buildings as antedate 1860, having architectural and historic value.

This project is expected to last for at least ten weeks and will employ throughout the country about 1200 architects and draftsmen. It was submitted by Director Arno B. Cammerer of the Office of National Parks, Buildings and Reservations, and approved by Secretary of the Interior Ickes, and the Federal Relief Administrator Hopkins. It is being administered by Thomas C. Vint, Chief Architect, Branch of Plans and Design of the Office of National Parks, Buildings and Reservations, a bureau of the Department of the Interior.

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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

CONSTRUCTION'S NEW CODE

This page will endeavor to brief the Code of Fair Practice For the Construction Industry. The code is clearly written in nine printed pages. These comments are thought to be accurate but are not guaranteed.

WHOM DOES IT BIND?—It binds those who design, construct or furnish materials; architects, engineers, contractors.

WHEN DOES IT TAKE EFFECT?—March 2, 1934. It does not apply to contracts entered into before that date, or to contracts growing out of bids made not more than sixty days prior to that date.

WAGES AND HOURS OF LABOR.—Where no agreement has been made by employers and employees, the minimum hourly rate for unskilled labor is 40c. Minimum rate for clerical is \$15.00 a week in cities over 500,000. No employee shall work over 40 hours a week or 8 hours in any twenty-four except on remote projects where camps or floating plants are necessary, or in localities where a sufficient amount of qualified labor is not available.

LABOR AGREEMENTS.—Any division of the industry may be collective bargaining between employers and employees, subject to approval of the President, establish their own rates, hours, and working conditions. For this purpose the whole United States may be considered one region. After the President has approved such agreement for any division of the industry for any area it will be prima facie evidence of unfair competition for any employer in that division and area to fail to comply.

COMPETITIVE BIDDING PRACTICES.—Bid peddling prohibited. An unnecessary number of bidders shall not be invited and no uninvited bid shall be opened. Only a limited number of alternates shall be required and no alternate proposal considered if privilege is not extended to all. Only qualified bidders shall be invited. The award must be made at original bid price but does not have to be made to lowest bidder. All forms of collusion are prohibited.

Space does not allow mentioning other provisions. It is borne out that each division is expected to have its own code which will tie into this master code, and in regard to bidding practices there is much to be done in the divisional codes. For instance, the master code does not embrace the "owner" and sometimes he is the awarding authority.

MACHINERY OF THE CODE.—All labor agreements are subject to approval of the President.

(1) "There shall be established (doesn't say when) a Construction Code Authority." One member from each organization sponsoring the code, except that the A. G. C. may appoint not more than four (highway, building, railroad, and public works).

The Code Authority will cooperate with the "Administrator" in making investigations concerning functioning of the code. It may require either directly or through any Divisional Code Authority a fee on all contracts over \$2000. In no case shall the charge be less than \$2.00. It may propose modifications to the code.

(2) "There shall be established within thirty days from the effective date of this code, a National Construction Adjustment and Planning Board..." (will have to be established by April 1, apparently), to consist of twenty-one, ten to be chosen by the Industrial Recovery Board of N. R. A. from nominations made by the Construction Code Authority and ten to be selected by the Labor Advisory Board of N. R. A. from nominations by employees' organizations and one disinterested person to be selected by the President of the U. S.

This board will be the king pin in labor relations. It has the authority to set up Regional Boards. The President recommends that its first work should be on problems of jurisdictional disputes.

(3) There shall be established by the Construction Code Authority a Construction Appeals Board to consist of one architect, one engineer, three general contractors and four special contractors, to adjust differences between divisions of the industry.

(4) There shall be established for each division of the Industry a Divisional Code Authority. This will be the "big shot" board for each division.

(5) "The Administrator (NRA official) shall establish one or more boards for each division or subdivision of the industry to investigate any complaints of unfair competition as defined in this section." Each of these boards shall consist of two representatives of employers, two of employees and an impartial chairman.

CONVENTION COMING UP

You must come up to the 19th floor on February 23rd and 24th. The Detroit Committee, like Napoleon, are leaving nothing to chance. After that it is up to you individual members to make it a success.

This will be in the penthouse of the Fort Shelby in Detroit. There are a lot of words like that were formerly known only to the building trades but, thanks to some of our affluent architects, are becoming of common usage. If every other utility

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of a building would become as well known to the layman then a building operation would vie with a European trip or any other major operation as a conversation topic. Maybe we can find ways and means of putting this most romantic of operations to the fare.

"Tanyrate, there will be plenty to talk about, and just seeing old friends and sittin' and thinkin', etc. will be well worth while.

This is a day of bargains and the Fort Shelby is no exception. You'd be surprised how reasonable you can get a room. And if they don't treat you right you just see me. Max Dunning once said he knew just enough French to go into a Paris Hotel,

Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

Southwest Vista

Tuesday, February 13th, 12:30 p. m.

ask the price of a room and say it was too much.

Well, here's looking for you at Convention, and if you happen to have a birthday we will give you a great big surprise.

And here's an orchid for William B. Stratton and W. E. N. Hunter, who have birthdays on February 16th.

FLASH! Word has just been received that our old friend Joe Stewart will again be on the job to spread the word throughout this state and other states and in and about Detroit. This means that we are bound to have a good attendance.

RICHARD MILDNER

Richard Mildner, of the firm of Mildner and Eisen, Architects, Detroit, died Sunday at St. Mary's Hospital after an illness of only a few days.

Mr. Mildner, who was 64 years of age, contracted a cold which quickly turned to pneumonia.

Dick, as he was affectionately known to his many friends, both in the profession and out, was of German birth and came to Detroit when 14 years of age. He had practiced architecture for 40 years and was always one of the staunchest supporters of his professional organizations. He had served on the board of directors of both the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects. He never shirked a duty and always stood for the finest principles in the profession.

His other affiliations included the Detroit Consistory and Moslem Shrine, Ashlar Masonic Lodge, Harmonie Society, Detroit Socialer Turnverien and the Vortex Club.

He leaves his wife, Julia, a son, John, and a brother, Ernest.

U. OF M. EXTENSION DIVISION

Non-Credit Course In

LOW-COST HOUSING AND SLUM CLEARANCE

The class will meet at 618 Cass Technical High School, beginning **Tuesday, February 6 at 7 P. M.**

Professor A. E. Wood of the Department of Sociology will give the first two lectures:

1. Social and Economic Aspects of Housing.
2. Housing in Relation to Certain Types of Communities.

Ernest M. Fisher, Professor of Real Estate, will give lectures on:

3. The Value of Land for Housing.
4. Methods of Financing Housing.
5. Methods of Financing Housing (Continued).
6. The Costs of Housing.

7. Housing and the National Economy.
Professor Wells Bennett of the College of Architecture will give the remaining lectures:

8. A Study of Existing Housing Abroad and in America.
9. A Study of Existing Housing Abroad and in America (Continued).
10. The City Plan and Housing.
11. The Problems of Collective Housing.
12. The Small House and Rural Housing.
13. Building Costs.
14. Housing Management.
15. Experiments in Construction Forms for Large Scale Projects.

Inquiries regarding this course should be sent to the Extension Division of the University of Michigan, 107 Haven Hall, Ann Arbor, Michigan.

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Otto Kruger in "The Women in His Life" also
Jack Holt in "Master Of Men"

FRIDAY—SATURDAY FEBRUARY 16 AND 17
Jackie Cooper in "Lone Cowboy"
Saturday 11 P.M. Lionel Atwill in "Mystery of the Wax Museum"

SUNDAY—MONDAY—TUESDAY FEBRUARY 18, 19 AND 20
Marie Dressler—Lionel Barrymore in "Her Sweetheart"

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 478 Alexandrine Ave., W., Columbia 5320

Edited by CLAIR W. DITCHY

INTEGRATION

COOPERATION was a word of the old regime, a dignified, important word to be sure, but one which unfortunately fell too glibly from the tongue. It was found toward the last in strange places; it had lost much of its purity in use and association; it connoted pep meetings, high pressure salesmanship and extraneous artificialities which in many instances were aimed to give a mask of respectability and truth where this was little deserved, and certainly had nothing in common with the honesty of scientific approach. At best, cooperation could only signify a joining together, whether natural or artificial, in a common cause. Inherently, it carried no other implication.

Today we have a new word, or rather, an old word vested with a new significance. That word is "integration." It has emanated from the White House on more than one occasion recently and it is vibrant with meaning.

To begin with, it is the opposite of disintegration, which is a negative way of giving it a very positive definition. It suggests a logical union of homogeneous elements, or, as Webster puts it, "the formation of a whole from constituent parts." It has enjoyed a long and honorable tenure in that profound and all-pervasive science, mathematics, and one of its blood relatives, the word "integrity," stands among the incorruptibles of our language.

Integration has a peculiar significance and an appropriate application to the technical professions. It comes from our own vocabularies, we speak our own language when we use it. And in no other field is there a greater need for integration than among technical men today. Specialization, which we embraced with such abandon to produce results otherwise unobtainable, has deprived us of our solidarity. And today solidarity is being emphasized. All branches of industry, commercial enterprises, trades and professions are being "integrated." Abuses and unfair practices are being eliminated and the way paved to a fuller realization and more equitable distribution of the benefits of modern civilization. Intelligent control and advance planning are to take the place of laissez faire philosophy. In all of this the man of technical training stands out in a new light.

A. T. S., conscious of its responsibilities, is on the alert to assist in this new scheme of things. For instance:

C. W. A. EMPLOYMENT of technical men will henceforth be referred to A. T. S. Through the persistent efforts of our indefatigable secretary, Mr. E. L. Brandt and Messrs. H. A. O'Dell and George Thompson, authority has been given to A. T. S. to register technical men for C. W. A. employment. This authority comes from Lansing. Calls for technical men will be filled from the A. T. S. lists. Men interested may register at A. T. S. Headquarters, 478 Alexandrine, West, daily from 1 to 5 p. m. The services of volunteers to aid in the work of registering will be greatly appreciated. Kindly get in touch with Mr. Brandt. Preference in the matter of C. W. A. employment is based on the following classifications:

1. Veterans with dependents.
2. Veterans without dependents.
3. Non-veterans.

AMERICAN INSTITUTE OF QUANTITY SURVEYORS was added to our list of constituent societies at the February meeting. We heartily welcome this new member, our seventeenth society, whose president, Mr. F. E. Dischner, is well and favorably known among architects and building contractors. We know that our associations will be mutually beneficial.

The profession of quantity surveyor is an old and respected one in England, and now that rugged individualism with catch-as-catch-can regulations is on the wane, let us hope that we may universally enjoy the economies and other advantages which quantity surveying offers. Under the present generally used system, each contractor and sub-contractor takes off the quantities himself. Under the quantity surveyor system, the quantities are taken off just once by the quantity surveyor who supplies his lists to all bidders. All contractors are thus figuring on the same quantities, and where ambiguities and overlapping of trades occur, one interpretation governs, and all sub-contractors are figuring on identically the same basis.

PERRY A. FELLOWS has been transferred to Washington, D. C., where he is now serving in the capacity of Acting Chief Engineer of C. W. A.

FEBRUARY MEETING, held February 5, listened to a report from Mr. Ralph Shreve, enlisting the aid of A. T. S. in sponsoring State Program of Public Works. Suitable action was taken to support the proposal. A. T. S. has also supported the Michigan Engineering Society in urging our legislators in Washington to aid the State in securing P. W. A. funds.

A. T. S. Educational Committee reports cooperation of S. A. E. in securing portraits of those pioneers of the automotive industry to whom Detroit is largely indebted for its present importance as an industrial center, these portraits to be hung in the newly created College of Engineering of Wayne University.

A. T. S. Committee on Patent Digest has discussed with the local library authorities and Patent Office at Washington the possibility of completing the Burton Patent Digest which at present extends only to 1907. The idea has been well received locally and the matter is held temporarily in abeyance pending further information from Washington.

E. M. Walker urges better representation of engineers and architects at the meetings of the Board of Commerce Governmental Committee each Tuesday noon at the Board of Commerce Building.

A matter to be discussed at the M. E. S. Convention at Grand Rapids (February 9 and 10) concerns the possibility of bringing into our society every technical man in the state. At present, the Michigan Society of Architects represents every architect registered in the State of Michigan. A society representing every technical man in the state could speak with the voice of one having great authority. This is an extension of the local idea of a United Engineering Society which would expand the purposes and potentialities of A. T. S.

PERSONAL: Young man, rapidly approaching middle age, acting in the capacity of A. T. S. Editor, would like to correspond with secretaries of A. T. S. constituent societies. Object: Not matrimony. Give full particulars in first letter. We go to press the first Wednesday of each month.

3-4
Frank C. Baldwin
The Octagon
Washington, D. C.

WEEKLY BULLETIN



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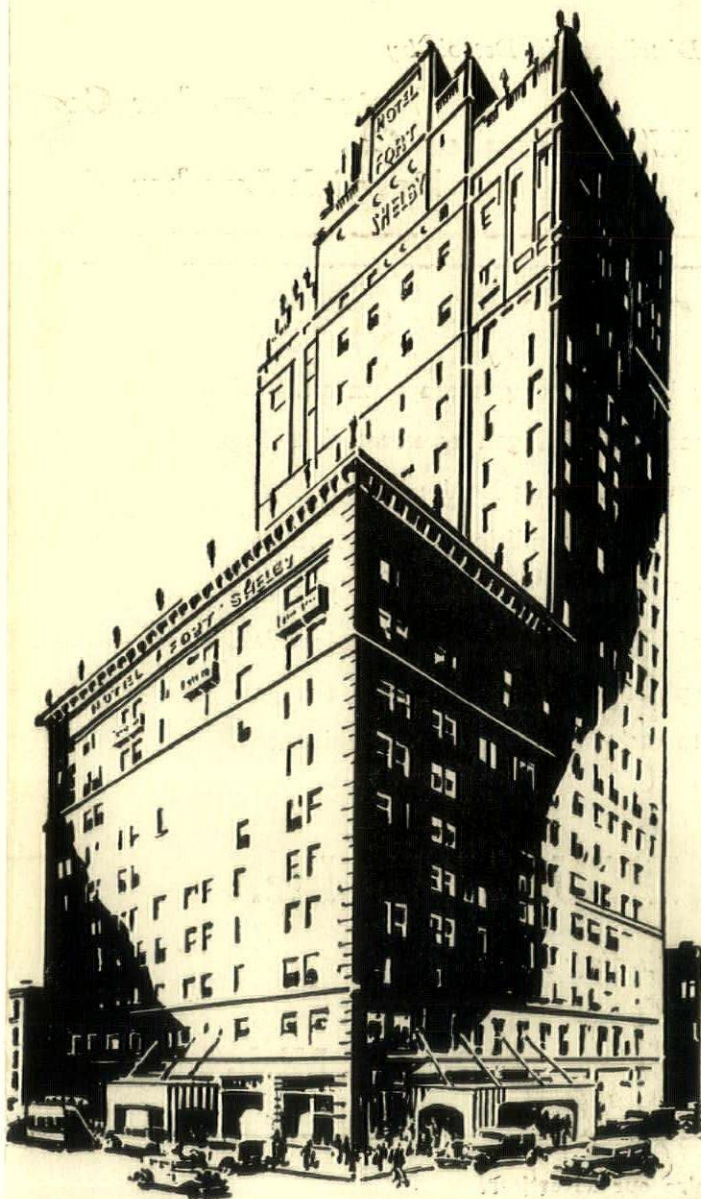
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Vol. 8

DETROIT, FEBRUARY 20, 1934

No. 8



HOTEL FORT SHELBY

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PROGRAM

MICHIGAN SOCIETY of ARCHITECTS

20th ANNUAL CONVENTION

Fort Shelby Hotel; Detroit

FRIDAY and SATURDAY, FEBRUARY 23—24, 1934

Friday, February 23

Registration will begin at 3 P. M.

* * *
Officers and Directors will receive and welcome
Registrants at the Society's Headquarters
on the 19th Floor. Refreshments
* * *

8:30 P. M.

Smoker—Spanish Grille
Entertainment and Buffet Lunch, Complimentary
Refreshments

Saturday, February 24

9 A. M.

BUSINESS SESSION—BALLROOM FLOOR

* * *
Call to Order by the President

* * *
President's Greeting and Address

* * *
Appointment of Tellers on Election of Officers

* * *
Minutes of Last Meeting

* * *
Reports

* * *
Communications

* * *
New Business

* * *
Discussion

* * *
Report of Tellers on Election of Officers

12:15 P. M.

Luncheon—Green Room

2 P. M.

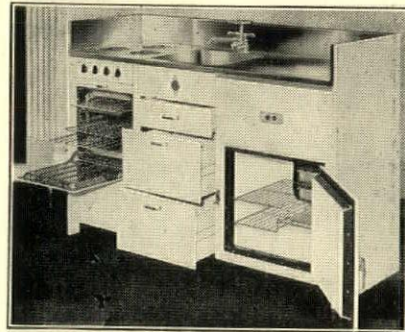
Business Session—Ballroom Floor

7 P. M.

Banquet—Informal, Spanish Grille
Roger Allen, Toastmaster
Adjournment

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H. AUGUSTUS O'DELL,

President of the Michigan Society of Architects

Our President, who is retiring from office after three years of most constructive work carries in his Annual Report in the following pages an urgent appeal for every architect registered in Michigan to attend the 20th Annual Convention.

Those who know him intimately realize full well that his message contains no selfishness. He will gain nothing by it, but as a tribute to one to whom it is due architects registered in Michigan owe it to him to at least show their appreciation of what he has done by attending this Convention.

THE PRESIDENT'S ANNUAL REPORT TO THE 20th ANNUAL CONVENTION

By H. AUGUSTUS O'DELL

It has been a great satisfaction to all members of the M. S. A. to note the growing interest and attendance of the Tuesday noon luncheons in the Aztec Tower.

This has taken on the aspects of an architectural forum where all local as well as national affairs affecting the well being of architects are fully discussed.

Largely through the efforts of the members of the M. S. A., the Allied Architects & Engineers of Detroit was formed. It is hoped that as long as a scarcity of public work continues, this organization will obtain work of some nature so that the services can be distributed and that the maximum number of architects and draftsmen can be benefited.

This group is now fostering projects which, if consummated, will put a large number of draftsmen to work.

The M. S. A. is now a member of the A. I. A. which was a constructive move accomplished this year.

It is our hope that all architects in the state will cooperate, as the standing of the profession is in danger and this coming year a united front will be required.

More and more are architects coming to the realization that they cannot play a lone hand. The day is past when one can sit in his office as an individualist and expect to get results. No one seems to know or have any very definite ideas as to just what the future holds, but one thing I think we can predict with certainty, and that is, there is going to be a change. When business does come back to normal—and it has never failed to do so—we will be faced with new problems, a new method of operating. Just what that is to be has not been foreseen as yet, but those who are alert will be quick to sense the change and fall in line.

One thing your president urges is a full attendance at our 20th Annual Convention. Everything possible is being done to make it short, full of interest and as inexpensive as possible. In fact we have gone so far as to make it unnecessary for a delegate from without the radius of fifty miles from Detroit to incur any costs save his own personal expenses. Even these should be most modest. The Fort Shelby has single rooms with baths from two dollars per day and with two in a room for less.

Perhaps one of the most important factors in the Society's progress has been our Weekly Bulletin. It has kept the contact and after seven years without missing an

issue it has, even in this period, extended its scope to include the Builders' and Traders' Exchange of Detroit and the Associated Technical Societies of Detroit. The latter includes seventeen organizations in the Detroit area with some 3,000 members. In addition, it has become the official publication of the Producers' Council Club of Michigan. It, regularly, carries news of the Detroit Building Congress, the Architects' and Contractors' Joint Committee, the Detroit Chapter of The American Institute of Architects, and many other organizations.

It should not be forgotten by the architects, that the Bulletin could not exist were it not for our friends in the industry who use its advertising columns.

It is with regret that I come to the close of my administration as your president. I have thoroughly enjoyed it, but all good things must end. It is my belief that my successor will find the work as interesting as I have, that he will benefit by it even more.

Although I am retiring as your executive officer, I hope to continue to follow the Society's activities with just as much interest.

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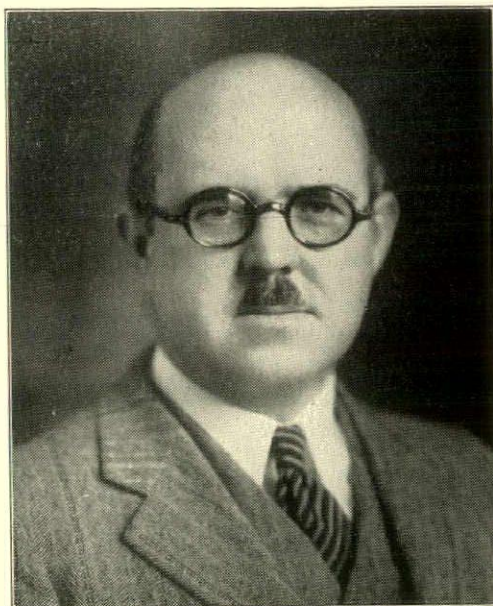
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Andrew R. Morison

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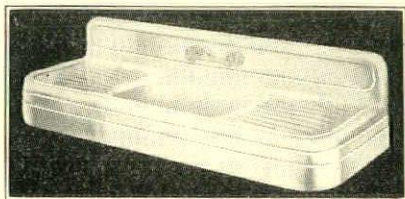
One can easily carry under his arm the largest fixture, and by reason of its light weight, it is not necessary to hoist fixtures by machinery before the roughing-in has been done.

Styling in appointment is also an added appeal, as any color combinations desired may be obtained by their TUTONE color effects.

Mr. John Fuller, exclusive representative of the Briggs Company for the State of Michigan, is so well known to the architects and the heating trade, that he hardly needs an introduction here. However, a word to the wise is sufficient. John will hold forth with a display of Briggs Ware at the Fort Shelby during our convention, and those of you who are familiar with the brand of hospitality he has passed out for the past 20 years, will not want to miss it.

Just remember to thank John, thank the Briggs Company, and don't forget them in your next specification.

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COME TO THE CONVENTION

A PLEA

Hello, folksies, how are you? and, as they say in old Scandinavia, "It's a long time between pranks..." Only a couple of hardworking scribes trying to make the deadline and get the Convention message over to you in time, when the telegraph operator points out a couple of queer characters roaming through the park and pointing at skyscrapers. Probably some of Gamber's slaves, thinking what a nice job of measuring the Union Guardian Building would be.

Whatever you do, don't fail to come up some time between the holidays, to the 19th floor of the Fort Shelby. Some say the M. S. A. is on trial. It is either going ahead or it is going backward from this date on. You know the answer, and it is up to you to prove it. With your help it is not in the balance, it's in the bag.

Elsewhere in this issue is a long list of names. It is not a list of those delinquent in dues but a partial list of those we want to see at the Convention. Others, such as the producers, will be equally welcome.

Like President Roosevelt, we want to see the dirt fly, and we also want a new deal with spades as trumps. Wouldn't it be wonderful to be called upon again to draw a prospectus, or a perspective, or something?

With the aid of the whole Industry, it is hoped to find ways of doing this. Architecture is all peaks and valleys. For years it has been all valleys. We hope to find ways to at least get on the plateau again.

Hang the Expense

In former years we know that is what you would have said, but not so this year, and so the Society has decided to say it for you. Listen to this! Registration will be fifty cents and the only other charge to members will be \$1.50 for the Banquet. The Smoker, Friday evening, will be free.

Be the Society's Guest

As an added inducement to members throughout the state and other states, all those coming from outside the 50-mile radius of Detroit will receive complimentary tickets to the banquet. The Society is not grasping in its financing. Our good Treasurer, Andy Morison, has fixed a registration fee to cover only the bare expenses, and should you attend only a part of the Convention and not register, you will not be looked upon with suspicious eyes.

A Plea

Undoubtedly it can be truthfully stated that each year the Society has increased its usefulness. President O'Dell has upheld the tradition of being the best president the Society has ever had—for three consecutive years. On this, its 20th birthday, it behooves our members to show their appreciation and support upon his retirement.

The Business Sessions

Remember, there are no dry reports read. They are printed in the Bulletin in advance and acted upon as a whole. Meetings are thus left free for live topics of the day. One important subject will be a new source for building money, and we are assured that this is on the way and a definite announcement will be made at the Convention by one in authority.

Vote Yes and Come to Convention

And as for the candidates, what better could be offered? For president, here's Howe! And Ditchy quotes professor Lorch as saying, "Catch your Scotchmen young." Perhaps he referred to our Treasurer, Andy Morison. Dave Williams, besides being one of our best architects, is also Admiral of the Architects' Navy. Harry Mead and Bob Frantz, as candidates for Second Vice-President, uphold the up-state contingency as well as Beck and Cuthbert for Third Vice-President, whatever that is. Don Hunter comes to the fore to oppose our genial secretary who has such a funny laugh that it should be recorded along with Grammy's Historic Buildings.—Andy Morison, well there just isn't any opposition, and why should there be after six years of his kind of work? And if you saw it in the Bulletin it isn't so. That's why the Executive Secretary keeps repeating. Careers of candidates for Directors have been reviewed before with the result that nothing better could be said about them.

Vote and come to the Convention to help put architecture in Michigan on a higher plane—to help bring back business to the entire building industry.

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REPORT OF THE SECRETARY

FRANK H. WRIGHT

It has been said that discouragement is the one feature of this latest national depression, but the M. S. A. has showed little signs of it, even in this trying year. The reason is that every one in the Society has endeavored to keep busy, and help in every way in which he was called upon. The officers especially have worked hard and efficiently this year.

Our retiring president H. Augustus O'Dell, we all know, has given us his best efforts at all times, for the good and betterment of the M. S. A., his exceedingly efficient and arduous program this year has produced results that can be easily seen and felt, but the lasting results and general good-will he has spread in our behalf can never be fully compensated for.

On June 23, 1933 we received a letter from Edward C. Kemper, executive secretary of the American Institute of Architects stating that their board had unanimously elected the M.S.A. to State Association Membership in the Institute. California was first and Michigan second, which is as it should be.

This speaks well for the efforts of the M.S.A. officers and members who have given their time and energy for the consummation of the unification program they so well planned.

This report would not be complete without mention of the progress being made by the Ann Arbor Society of Architects. William D. Cuthbert of that city is secretary treasurer of that organization of Ann Arbor Architects. Quoting a paragraph or two from his letter of Oct. 13, '33 will explain their purpose, and our board of directors are fully in accord with their ideas.

"At our first meeting it was strongly suggested it might be a valuable asset for both societies if the local unit should have some connection or affilia-

tion with the Michigan Society of Architects. During the discussion the possibility of the Michigan Society of Architects sponsoring local, city or county affiliates was also prominently and favorably considered. A vision was presented of a number of these small groups scattered all over the State each one of which could have a helpful effect in promoting the cause of Architecture in its own locality and through the local political powers have an effect on legislation helpful to the Architects.

"It would seem that these local groups should at times have Michigan Society of Architects' officers address their meetings and possibly entertain the Board of Directors on occasion. Representation at the Annual Convention could be widespread and certain as each group could have at least one delegate in attendance. In local affairs it is possible that the affiliation of the local group with the State group might give much more prestige to it and help its activities.

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"As for Ann Arbor, we now have a group which has been successfully born, and is living, and which will become a permanent and prominent local activity. In the discussion of a name for our organization the possibility of a name indicating affiliation with the Michigan Society of Architects was considered. This suggestion led to a broad discussion of the subject of local affiliates as indicated previously herein, including membership requirements. Our local unit will embrace all registered architects and it is planned to have reasonably equal representation from the regularly practicing architects; from those who are registered but not maintaining any recognized office, and also representation from the faculty of the University School of Architecture."

And again from a more recent letter from Mr. Cuthbert addressed to the Editor:

"A short time ago I was in your office one day when you were out in a big conference somewhere. However I talked to Fauquier, showed him some clippings of newspaper articles which the Ann Arbor Society of Architects have prepared and furnished for publication. While I presented the articles as part of a story of what our local group was doing, Fauquier thought that you might like to have some of them to look over. Accordingly I am enclosing some clippings which are representative of the character of the general program of public information which has been undertaken by the local society."

"The Ann Arbor Society of Architects was organized October 23, 1933 and at the present time has a membership roll of fifteen and an average attendance at our monthly meetings of about ten. All registered architects who reside in Washtenaw County are eligible for membership. On November 20, 1933 the Society became affiliated with the Allied Construction Industries of Ann Arbor as a member organization. This Construction Industry group is composed of a membership from a number of organizations which represent all lines of endeavor which have active participation in this industry. Besides the architects, this membership at the present time is representative of contractors for all the various trades and dealers in various building materials."

"The Allied Construction Industries and the Society have had fine co-operation from many of the local interests especially The Ann Arbor Daily News. This newspaper was pleased to have contributions for its Weekly Building Section and the Allied Construction Industries was equally agreeable to a program which provides for an article each week prepared by the architects. In order to have an orderly presentation of proper and interesting material, the Society provided for a Publicity Committee of which Wells Bennett is the Chairman. This Committee acts as a clearing house for all articles prepared by members and others for publication in the paper. Arrangements are made to have a constant supply of articles and these are edited, arranged and released according to a definite plan. This Committee also will provide for the supplying of speakers on building and allied subjects for organizations which may desire such a program."

"This more or less completes the story of the activities of the Ann Arbor Society of Architects which I thought you might like to know about. However one other item might be added. The Committee on City Plan and Historic Buildings headed by Paul Kasurin has been active in promoting the formation of a City Plan Commission. Up to this date an ordinance has been introduced into the Common Council and it is now ready for its last reading and final action. The Society Committee on Ethics and Fair Practice with George

McConkey as Chairman is working on a document for release to those of the public who are interested which will set forth a statement describing professional services and naming uniform fees. The present officers are President Lynn W. Fry, Vice-President Frank S. Carson, Secretary-Treasurer William D. Cuthbert. Regular meetings are the first Monday of each month.

Looking forward to seeing you at the Convention.

Yours sincerely,

Bill Cuthbert

The publicity referred to in Mr. Cuthbert's letter ranged all the way from an eight-column head with nearly three columns of editorial matter, down to a few paragraphs in a "Building Question Box." The material was prepared by Ann Arbor architects and written in a most readable style, even for the layman.

There is one member of our society who has no high-falutin' abstractions, loves his work and has the determination to get our M.S.A. Bulletin in our hands each week—through his industry and experience, we have the finest bulletin in the country and he deserves all of the encouragement and help we can give. We hardly need mention his name. His willingness to help the society or individuals at any time or any where makes Tal Hughes one of the M.S.A.'s valuable assets.

Two members of the M.S.A. have passed on this year. Martin A. Leron, one of the younger men of the profession, died on Oct. 25th, 1933, and our beloved Richard Mildner died on Feb. 4th, 1934. Their presence in the past brings them to us in spirit, if not in body.

We are looking forward to a busy and prosperous year, both individually and for the M.S.A. This can be partly accomplished by all resolving to do their part, whether asked or not. Long live the M.S.A.—for it does accomplish notable things.



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Edited By E. J. BRUNNER

CENTER YOUR ATTENTION ON LANSING

At the special session will be the last stand on the institutional building program for the state, and there is a lot of opposition to be broken down.

The legislators as we stated in a former bulletin on this same subject have been alternately lashed and pleaded with, and at the adjournment session turned down the "incipient insurrection" bill.

Too frequently in arguments on the subject the fundamentals are lost sight of in a maze of supporting or dissuading reasoning and arraying of facts and figures.

The first fundamental is that the state of Michigan needs more institutional room of certain character. There seems to be no one who disputes that. But what a lovely wrangle you get into when you try to prove it is thirty million dollars worth or ten million dollars worth or some figure in between. Now do not forget the fundamental. With the need in mind the correct figure can be ascertained.

The second fundamental is that Michigan at this time by passing the "incipient insurrection" bill can get a thirty per cent direct outright grant for whatever amount it spends on such a needed institutional building program, and can get the balance on very favorable terms.

The third fundamental is that we must either consider Michigan as a growing state or as a state in decay and not likely to progress. If we consider that Michigan has indeed reached its zenith and is now going to decrease in population and activity, still for some time we shall need more space than we have in at least our mental institutions. For in periods of decay there is an increase in mental afflictions and less ability on the part of the individual to take care of such cases. If Michigan is determined to be a state with at least some future—a state wherein the great automotive industry, oil, salt, chemicals, agriculture, and many other forms of activity will lead to more and better things, we can prepare now or be derelict and let it go for awhile and pay more later for our procrastination.

A thirty per cent grant is something for a legislature to think about. It is not a mere nothing. It is the offer of a gift, for which the people of the nation including the citizens of Michigan will pay.

The citizens of Michigan will help pay for the thirty per cent grant on all monies loaned to any state or to any political subdivision in any state whether or not Michigan gets a penny of the money. The arguers can argue all they please how large the share of Michigan's populace will be. It will be plenty. But right now, keep your attention on the fact that there is the offer of a thirty per cent gift.

The next fundamental is that by building these needed improvements now, we shall be putting men to work now on projects the state needs instead of waiting to build until skilled tradesmen are scarce and at a time when business is humming and the building of the institutions will not be needed to help A PROGRAM FOR RECOVERY ENTERED INTO NATIONALLY—a program which as yet needs every help possible lest we slip back into the morass we were in but recently—let your memories travel back just exactly twelve months.

The "incipient insurrection" feature has gagged some people terribly. To hear them tell it, the clause is a blot on the face of Michigan's common sense. Let's look at the animal. Barring an amendment to the constitution the "incipient insurrection" route is the only route to enable Michigan to get the money for its institutional program—therefore it will really pay us to edge up and take one good look.

One year ago, every bank in Michigan was closed. On top of all that had happened, there was a proximate cause for an insurrection. If events had become worse and hope less, an insurrection might have very possibly ensued. Why did things become more tolerable and hope rise a bit? Well, the answer lies in part in the appropriation of \$3,330,000,000 for PWA. That was part of the reconstruction scheme of the new administration AND THAT GREAT PLAN WAS THE HOPE. Now the hope of the administration has been that Michigan, one of the worst sufferers from unemployment, might utilize part of that money. In that way Michigan would help keep any insurrection "incipient" until such time as its causes had been removed. If the administration plan in major part fails we will have plenty of causes for insurrection.

We all hope it will not fail. We have confidence it will not fail. But if Michigan cannot do its share because of fear to cut tape and nobody else does its share, it will not be an impossibility for failure to occur. We are not entirely out of the woods yet. We cannot flaunt the processes of recovery YET.

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COMMITTEE REPORTS

EDITOR'S NOTE: The custom of publishing the annual reports in advance of Convention has been established as a means of facilitating movement of the meetings. Thus, lengthy reports are dispensed with and much time is saved. Delegates can come to Convention with a knowledge of what has taken place during the year and be prepared for discussion. The way is thus cleared for meetings to move rapidly with more time for open forum. Committees not reporting here had nothing to report.

State Registration Examination

WIRT C. ROWLAND, CHAIRMAN

Incidentally, this report is that of the chairman of this committee and not the committee as a whole. The chairman prepared two sets of examinations for the spring and fall respectively in the subjects of design and history.

The subject in design for the spring was that of a country bus station and inn. The designs submitted by the candidates at this time varied greatly from very poor to medium and good. There seemed to be no thoroughly good solution among them. The subject of the problem was selected as within the range of general and not special knowledge.

The subject in design for the fall was that of a small house such as might be used to form a suburban group unit. And instead of the usual perspective, a general plan of the property was required. The solutions all seemed more or less unsatisfactory and all but one or two lacked a conception of property planning.

The spring history examination was carefully written to avoid trick questions which were not significant in architectural history, also to avoid controversial points as far as possible. This chairman corrected these papers much to his own amazement. It recalled his high school days when it was his habit to write a voluminous answer if he did know a direct one. These papers were no exception to such a method in spite of the fact that each question could have been answered correctly by one or two words. However, some credit was allowed to those who showed a knowledge of certain portions not covered by the examination.

This chairman did not correct the fall examination papers in history, hence he has no idea as to how many went out straightway and committed suicide afterward. But he intended to "sock" them, and has had no report so far.

M. S. A. Representative on Allied Construction Industries

H. A. O'DELL, CHAIRMAN

This was a very useful organization when there was a large volume of work in the building industry. Through it the financial standing and credit status of its members was accessible.

It had a fine record until a few months ago when, through lack of business, it was decided to curtail expenses and its activities until business justified resuming same.

Registration and Legislation

WALTER E. LENTZ, CHAIRMAN

Your Committee on Registration begs to report that during the past year they checked the complaints of all applicants who, at one time or another in the past year, had failed to pass the examination for registration. Also, through the kindness of the State Registration Board we have carefully examined the files referring to all the unsuccessful applicants and classified them for future reference. It is hoped that as many as possible of these applicants will take another examination at some future date. Your committee hopes that this can be arranged for in the near future.

(Continued on Next Page)

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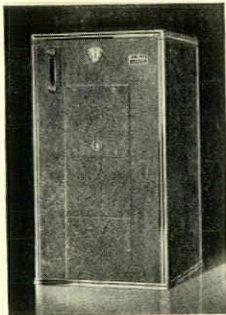
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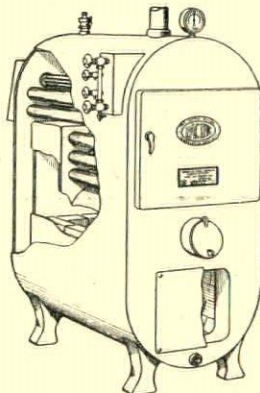
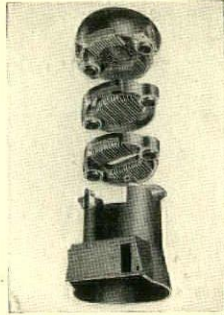
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Practice Committee

FREDERICK BECKBISSINGER, CHAIRMAN

Just received your postal addressing me as chairman of M. S. A. Committee on Practice.

It was the first inkling I had of holding such office. Thought I was one of the forgotten men.

Even had I thought I was chairman, there still would be nothing to report, because there has been no practice to my knowledge—a little (?) malpractice by the politicians, perhaps.

Committee on Cooperation with City Plan Commission, Detroit

G. FRANK CORDNER, Chairman

The regular Tuesday luncheons provided a more or less continuous means of apprising the members of the Society with whatever might be of interest to them from the Plan Commission.

The Secretary of the Commission, Mr. Walter H. Blucher, was a guest at several of the meetings and personally discussed current matters with the architects present. Your chairman also, from time to time, related progress on various matters and the City of Detroit Slum Clearance and Housing Project in particular.

This latter project was initiated by the Plan Commission which gathered the essential underlying data necessary to a solution, and architects and city planners working in close cooperation found a solution that was apparently well received generally, the noticeable exception being the real estate group. This was not unexpected.

Since the project was tentatively approved by Washington, the newspapers have kept us all up to date on the ups and downs, mostly political, that have become chronic and, at the present writing, are still extant. These discouraging incidents no doubt had considerable bearing on Washington abandoning its original idea of coming first to Detroit to engage in Housing operations and shifting to Cleveland, O. The future of the Detroit project is still in doubt.

The Plan Commission, through your chairman, offered an opportunity to the architects as a group, to appoint architects for nine small buildings to be built under CWA conditions by the Department of Parks and Boulevards on various pieces of City property. The architects responded immediately with a method but did not meet with eventual success in getting the latter Department to carry it out.

Other special committees of the Society also took up matters directly with the Plan Commission which were without the bounds of this committee's assignment therefore, no mention is here made of them.

Weekly Bulletin

TALMAGE C. HUGHES, Editor

During the year the Bulletin has endeavored to extend its frontiers by becoming the publication of the Builders' and Traders' Exchange of Detroit, and the Associated Technical Societies of Detroit. The former have a page in our Bulletin once a week, and the latter, once a month. Clair W. Ditchy, who has just retired as Chairman of the A. T. S., and is a candidate for President of the M. S. A., is editor of the A. T. S. page. This is an indication of the close affiliation among the technical groups.

We wish to thank our advertisers for making the publication possible, and to thank the architects for the support they have given those advertisers. And let us here give due recognition to our efficient business manager, E. B. Fauquier, who has been faithful and loyal. The show must go on, and Bert has done much to keep it going.

ARCHITECTS REGISTERED IN MICHIGAN

Corrected to February 15th, 1934 by the State of Michigan Board of Registration of Architects, Engineers and Surveyors, 1205 Griswold Building, Detroit. Telephone Randolph 6680.

The Editor will appreciate information as to the present addresses of those whose addresses are not given. Except in cases of larger cities addresses are in Michigan unless shown otherwise. Additional copies available through the Bulletin at 25c a copy.

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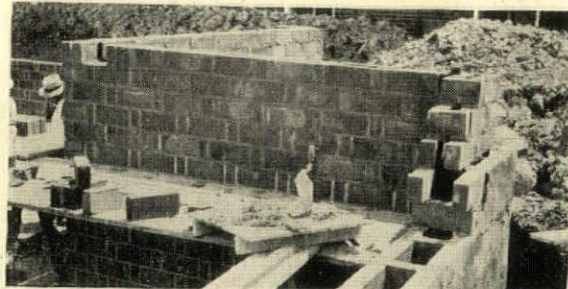
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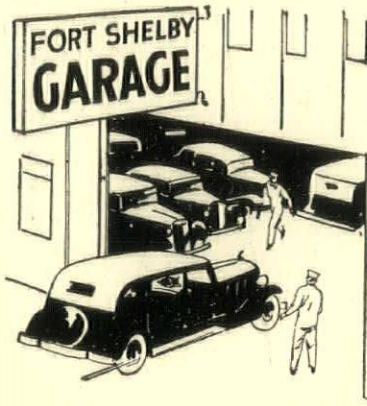
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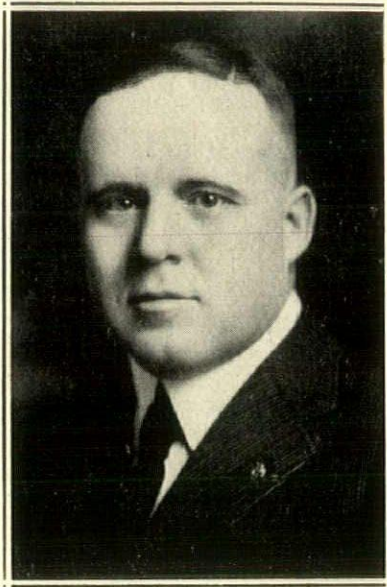
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And now to get down to business before we come to the end of our space. No convention of architects would be complete without our good friends, the producers. There is one in particular who has been everything from a handy-man to a friend in need. P. R. Marshall of the Aluminum Company of America is Vice-President of the Producers' Council Club of Michigan, a chapter of the National body, affiliated with the A. I. A., and the only organization so affiliated. He has won the name of "Good Old Paul" among the architects, so dubbed by Bill Palmer, now president of the Detroit Chapter, A. I. A., and formerly Liaison Officer with the Producers' Club. Branson Gamber, the Chapter's present Liaison Officer reports Paul just as staunch as he was under the former administration. And this goes for the entire list of producers.

Paul, we thank you and we salute you.

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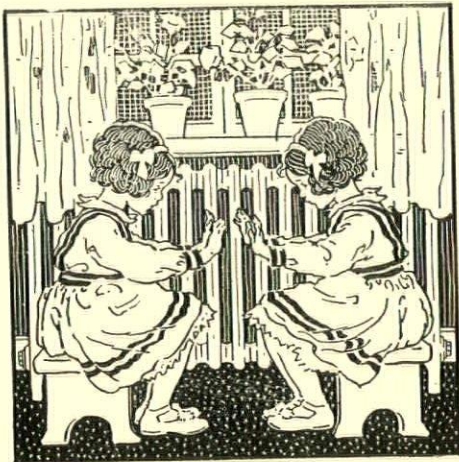
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Roger Allen

Roger Allen, an architect who is now editor of the Grand Rapids Chronicle, is a consultant Editor of the Bulletin. His message on this page will be of interest to all our members. He is to be toastmaster at our banquet and is here accorded the honor of having "The Last Word."



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(The recent series of letters in the Bulletin from a young man desiring to become an architect to his uncle—who is already an architect, if that's what the plot was, or maybe we're thinking of another picture—has inspired one of our millions of readers to contribute a thoughtful treatise along the same lines, only more so. At least that was the original idea but as the old saying has it, there's many a slip twixt the bird in the bush, and hence the management cannot be responsible for hats and umbrellas unless checked.)

Dear Grandma:

You will be surprised and humiliated beyond endurance to learn that the speakeasy where I was earning a living playing the piano has closed down, inasmuch as it is now impossible to ring up a dollar on the cash register as the cash register has no key on it reading "59.06 cents" and after studying the situation for some time the proprietor said, "Aw, the hell with it" and closed up.

I have often heard my father, who married your daughter (if you can remember that far back) speak admiringly of you. "Jeez," he would say, "of all the old blisters!" This encourages me to ask you for advice on a subject that is as close to my heart as my winter underwear.

Should I become an architect?

The recruiting officer tells me that architects make big money, they see the world, free blue prints are given them and medical attendance provided and the opportunity to learn a useful trade like half soling mules makes three years in the service a big opportunity for any young fellow.

I wish you would stay sober some night, Granny dear, and tell me what you think of this. As soon as you tell me what to do you may rest assured I will do something else, and trusting that you are still having trouble with the parole authorities, I am

Yours very sincerely,

Elwayn Z. ZZZZZZZ

My dear Elwayn:

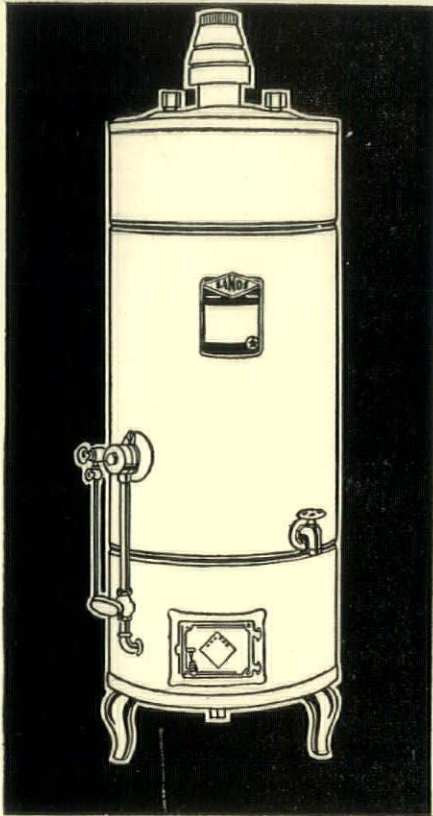
Personally, I am not at all surprised to learn that you have gotten yourself in a position where you will either have to marry the girl or become an architect as you come by such vicious tendencies naturally. Your grandfather was one of the first to take up batik work in a big way and one of your aunts became a what-not fancier in later life, hanging around auction sales to buy what-nots and then coming home with the hiccups and the milkman.

As I said to the sheriff at your mother's wedding, "No good will come of this." And here you are talking about becoming an architect.

If I ever hear of you sullyng the fair name of Zzzzzzz by becoming one of them things, I will come down and pass among you with a ball bat, and let that suffice. In the first place there are too many architects, and there are too many architects in the second place, too. It is getting so a lady can't get up to the bar on account of the place being knee deep in architects. And what are these architects doing? Playing tit-tat-toe on each others celluloid collars, and lying about the number of women that are crazy about them.

Leave us hear no more of this. I have an opening here for an ambitious young man to sell step ladders to window cleaners, featuring a special step ladder with no steps, for washing basement windows with.

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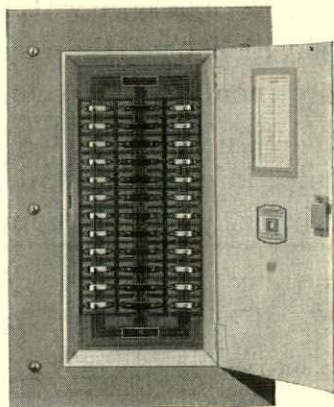
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No. 9

LE CORBUSIER'S CITY

Le Corbusier, Swiss, and internationally best known of modern architects, who has always proclaimed the idea of "engineer-building" as the only form corresponding spiritually no less than economically to the age, wrote a diatribe in the New York Times magazine in which he condemns our American cities and describes his ideal metropolis.

It should be recalled here that in 1922 he elaborated a plan for a city of 3,000,000 inhabitants on a basis of decentralization, communal services and fresh air for everybody. To him these are the essentials in architecture: "(1) Architecture is concerned with the problem of housing; (2) architecture should bring a sane judgment to bear upon the erroneous conception of modern comfort; (3) architecture of today cannot lean upon that of tradition, and the teachings of the schools are dangerous; (4) architecture must make use of modern technical processes, with all their possibi-

Architects' Luncheon

32nd Floor, Union Guardian Building
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Tuesday, February 27th, 12:30 p. m.

lities and in all their consequences, and with all their efficiency. Nothing of tradition will remain. Everything will be new. There will be a new organization of the human race and a brand new stage-set. In this newly won harmony relationships will be new, the dimensions, the processes, the daily routine. Knowledge, ethics, and esthetics, all are one, expressed in architecture; a new unity."

Commending, on the one hand, the remarkable progress made in America in the last thirty years because of the spiritual urge to build here, which is lacking in other countries, he does not lose an opportunity to score the architecture and town-planning of New York and Chicago. "New York and Chicago," he says, "are rather mighty storms, tornadoes, cataclysms. They are so utterly devoid

of harmony. When a motor revolves it is harmonious, but if New York were a motor, that motor would not turn and as a machine would astonish even the man who invented it."

In his ideal city Le Corbusier will admit nothing but a majestic array of prisms, perfect in form and aspect, rising into space and having an indisputable reason for their existence. He proposes to consider the dwelling as the primary and fundamental element of the town, building houses on only 12 per cent of the available land and reserving the rest for parks and playing fields. This plan he calls "a green city" which is the reverse of "a garden city" in that the former reduces the town area and eliminates the transportation problem. This is to be brought about by limiting the density of the population to 1,000 people to every two and a half acres.

As for the types of building, he advocates strongly those of a sound-proof character with plenty of light. For this purpose he recommends that the entire facade of a building be made up of double sheets of glass, lightly held together by metal frames. The walls would be airtight, with no windows to open, but between the double walls a continuous current of air, controlled as to speed and temperature, would circulate, making each apartment weather-proof. Indoors, he submits a plan for what he terms "exact respiration" or air circulated by a central plant throughout the blocks of flats of the town.

Le Corbusier's plans may sound Utopian, but it is pleasant to mull over his ideas and look forward, perhaps, to living in such a city where life will reach "its fullest expression."

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Edited By E. J. BRUNNER

Code Effective March Second

Before the next issue of this magazine reaches you, the "Code of Fair Practice for the Construction Industry" goes into effect, the effective date being March 2.

President Roosevelt, at the time of signing it, said, "... the Construction Industry Code which I have approved today affords a great opportunity for solving many of the problems which have distressed this industry, and in approving the Code it is my hope and expectation that the opportunity now open will be availed of to the fullest possible extent."

Please note that the President does not say it will solve the problems. He says, "affords an opportunity for solving." It is like a wheelbarrow—it must be used.

This is being written on Washington's birthday and a heck of a lot of things can happen before you read this early next week. Let us see where we stand now.

Today, not a chapter code has been signed. The word has come from Washington that no more codes will be signed before March sixth. This being true, we shall reach March 2 with none of the chapter codes.

No collective bargaining has been completed so therefore wages, hours of employment, and working conditions are as indicated in Section 2 of Article three of the Code. The most obvious considerations in that section are a forty cent minimum wage except for clerical which, in cities over 500,000, is \$15.00 a week; and maximum of forty hours per week and not more than eight hours per day.

There is no news yet of the appointment of a Code Authority, nor of any other board or authority. Nevertheless, the code goes into effect March second and the rules governing bidding practices as set down at length in the code are effective as of that date.

Not only is the enforcing machinery not set up, but there is also a lull in the whole machinery of codes. On Tuesday, February 27, open hearings will start in Washington in which all aspects of the NRA Code system will be gone into. There are going to be five meetings.

The schedule of meetings, which will begin simultaneously at 10 o'clock Tuesday, February 27, follows:

Meeting No. 1.—EMPLOYMENT: Possibilities of increasing employment; wages and hours; compara-

tive situation of capital goods and consumers goods industries. Auditorium of Department of Commerce Building.

Meeting No. 2.—TRADE PRACTICES: Costs and prices; protections against destructive competition, and against excessive prices and monopolistic tendencies. Willard Hotel, Large Ballroom.

Meeting No. 3.—TRADE PRACTICES: Control of production; limitation of machine hours; restriction of expansion of facilities; ethical practices regulating competitive relationship. Washington Hotel, Hall of Nations.

Meeting No. 4.—CODE AUTHORITY ORGANIZATION: Code administration, including compliance and enforcement; inequalities, inconsistencies, and overlapping in codes; inter-industry and inter-code coordination; the financing of code administration; use and control of the Code Eagle. Mayflower Hotel Ballroom.

Meeting No. 5.—SMALL ENTERPRISES AND MINORITIES: Operation of codes in small enterprises; position of minorities. Raleigh Hotel, Large Ballroom.

Persons desiring to be heard are expected to file request, by letter or telegraph, before noon, February 26, stating the persons or groups represented and outlining, without argument, the criticism or suggestions to be offered.

Preceding these hearings the NRA hopes to receive criticism and suggestions from all over the country. In short, there is going to be a chance for the people of the United States to go on record as to what they think and especially what they experience as the result of codes so far as we have travelled that way.

That is all fine and good. In fact, it is a wonderful step to take, but it is unfortunate that this step occurs practically simultaneously with the effective date of the construction code.

The flow of newspaper publicity is sure to slow down, for the time being, any hopes of enforcement. At least that is the way this page analyzes the situation. And further, I believe, from past experience, that if anything is not rigidly enforced at the start, it is much harder to enforce later.

There are of course, many different opinions as to the possible effectiveness of the construction codes. As usual, we get more wrapped up in discussion of the machinery than we do in making it work.

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That has been the past universal history of attempts to do anything in the construction industry which calls for group effort. Time and time again good ideas have been shot into the open, and many in the industry have said, "That is fine. That is what we are looking for. We should do that. We should organize to do that."

Then what is done? Instead of moving to accomplish the avowed purpose, the sponsors, backed by whatever little army they have back of them, get all in a maze over organizing a new machine. The machinery of organization blinds their eyes to the purpose and before they get through, all they have is a new "set up" which is more mindful of its own existence than it is of the problem in hand.

Let us hope this construction code will swing into the paths of enforcement as devoid as possible of those bad influences. We do not need a lot of new machinery outside the code. Inside the code plenty is provided for. What we need outside the code's machinery is a solidarity in backing its principles so far as they are equitable.

SAVANTS CLASH ON DESTRUCTION OF CARTHAGE

By Roger Allen

"Carthage should be destroyed!" stated Dr. Eliel Saarinen to the Detroit Chapter of the A. I. A., alleged Red organization, as reported in the Octagon after a lapse of time that indicates that the Octagon is now receiving news dispatches from Detroit by means of notes placed in bottles and floated around Cape Horn.

Queried for the five-star final edition of The Bulletin as to the effect on world conditions of the Saarinen ukase, Prof. Horace V. Handlebar, who was pacing up and down in front of the state liquor store and sniffing rapidly, spoke in part as follows:

"Carthage must be destroyed, says he? I say it's mutiny. In the first place, what's the matter with Carthage? I assume that the learned Doctor is referring to Carthage, Missouri, home of the late Mark Twain. It should be destroyed, should it? Five bucks will get you ten if you can destroy it without the natives catching you at it and making you hard to lift. In the second place, 'Carthage should be destroyed' is not an original remark; 76 years ago, come Tuesday, I went to school to Gus O'Dell at the corner of Seven Mile Road and Seven Mile Road, which was then in Canada, and I learned all that 'Carthago est delenda' stuff, along with another nifty about 'How long, O George W. Catiline, will you abuse our patience?' and if anybody will offer me any part of two bits I will recite it, with gestures."

"What is your opinion of the future of the Dymaxion house?" asked our reporter.

"You lie, you hound," returned the professor. "Our American women will repudiate you at the polls. This Carthage stuff is merely a cloak to elevate Greta Garbo to the post of America's Swedeheart. If Saarinen don't like it in this country why don't he move to the Fort Shelby?"

"Is it true, professor, that you plan to make a non-stop flight to join the Byrd expedition, using only one roller skate, and subsisting entirely upon food and liquor during the trip?" asked the Bulletin representative.

"Yes and no," replied the learned savant. "No man ever got in trouble for taking care of our feathered friends, unless his wife found out that one of his feathered friends was Sally Rand. I believe that conditions in the building industry are fundamentally sound, but they will never be found dam mental, or how could this guy Allen get by?"

CONSERVATION OF URBAN LAND VALUES

By F. Gordon Pickell

All values in city investments rest upon real estate. All values in real estate rest on congestion—until congestion reaches suffocation. But vacant lots on the outskirts are a detriment to a city, except in a speculative boom, when selling of such lots acts as an artificial stimulus. When the tide turns there is a reduction in our production of capital improvements, so that land speculation has more to do with the breeding of business booms and their aftermaths and depressions than is generally realized.

If we were to take a rational view of this aspect of our capitalistic life and note the ungoverned artificial "pyramiding" of all realty values, until

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our capitalization becomes top-heavy and falls, we would face the most repulsive, unjust and ignorant product of all our capitalistic, credit-stretching system.

ing use, that the "improvements" only debauch the land and our own sense of judgment.

Farms of productive value have been turned into "Pawns" of speculation as useless, if kept in the form of lots, as a cracked-up plain. There are in the Detroit area over 600,000 vacant lots, with the assurance of only a small part of them being used within the near future (say twenty-five years) to return their owners the fair carrying cost of interest and taxes on their present assessment value. Detroit has 3,128 acres of parks valued at \$97,918,900.00, so it can be seen that the turning of these

When it comes to gambling in land values, we allow the "Bally-hoo" of salesmanship to lead us into a fog of bogus calculations, until we distrust conclusions which should be obvious. Under the fever of desire for expansion we pour millions of public money into so-called "developments," lots in numbers so far beyond all possible chance of build-50,000 acres of "junk" land into social use is no small undertaking, for ourselves and those to follow. When we start doing this we will begin to see what a CRIME we have been socially guilty of, these black years of idleness, with millions of men degenerating into loafers and all our thousands of miles of lands, rivers and harbors which might be converted into useful play grounds. What else are we here for?

Our government should not continue to exploit the credulity of those who do not know the truth, and who are still striving to pay taxes on these dead parcels of earth, but instead, should encourage the trend of forfeiture into the public domain, or take needed parcels through the power of eminent domain to complete areas that can be converted

into small forests. This would change the whole aspect of our city suburbs and form a harmonious step between the congested cities and the open country. In a social way, this change will work more good than all the preaching and emotional appealing for the better life, with which we fill the fetid air we seem content to live in.

UNIVERSITY OF MICHIGAN College of Architecture Ann Arbor

Mr. Lee H. Miller, Chief Engineer of the American Institute of Steel Construction talked on "Steel In Its Application To Residence Construction." He gave a general talk on the progress of construction methods.

The Producer's Council Club of Michigan held its first 1934 dinner, entertainment and educational program, Wednesday evening, January 31, in the Spanish Grill of the Hotel Fort Shelby.

Miss Margaret Ingels, Educational Direction of the Carrier Engineering Corporation came from Newark as the principal speaker. Her subject "Indoor Weather Making" was most interestingly presented.

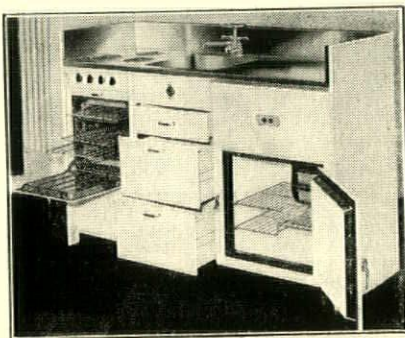
Mr. Branson V. Gamber, Michigan Director of the Historic American Buildings Survey—national project under the direction of the Department of Interior—spoke upon the progress being made to record buildings of architectural and historic value.

Mr. G. Frank Cordner, Architectural Consultant to the Detroit City Plan Commission, gave a most interesting presentation of the Detroit slum clearance project.

There were sixty-five architects and producers present, including members of the faculty of the Universities of Michigan and Detroit.

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